Better Pictures Made Easy.

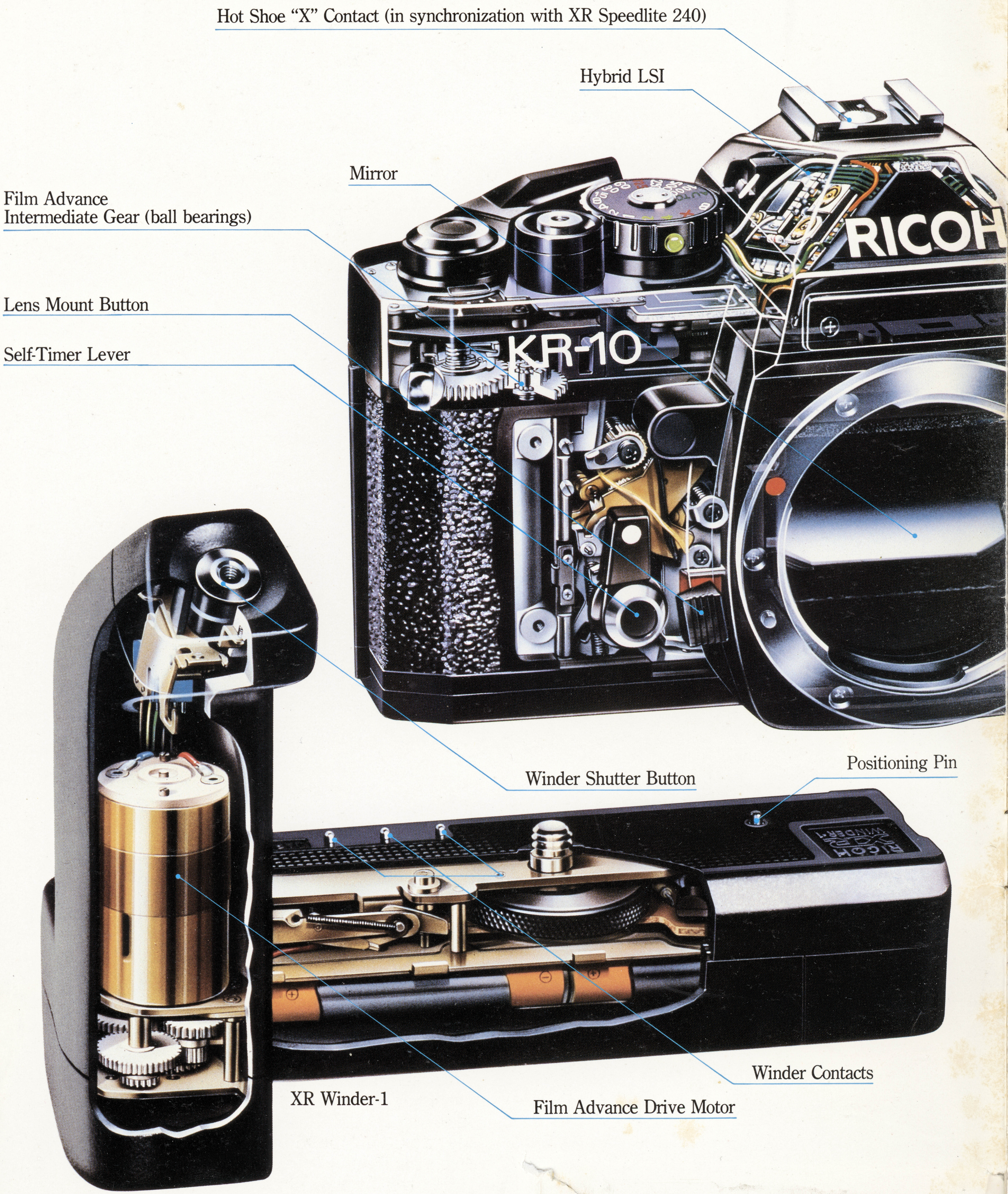
RICOH

RICOH
KR-10
XR RIKENON 1:2 50mm
LENS MADE IN JAPAN 52ø
RICOH

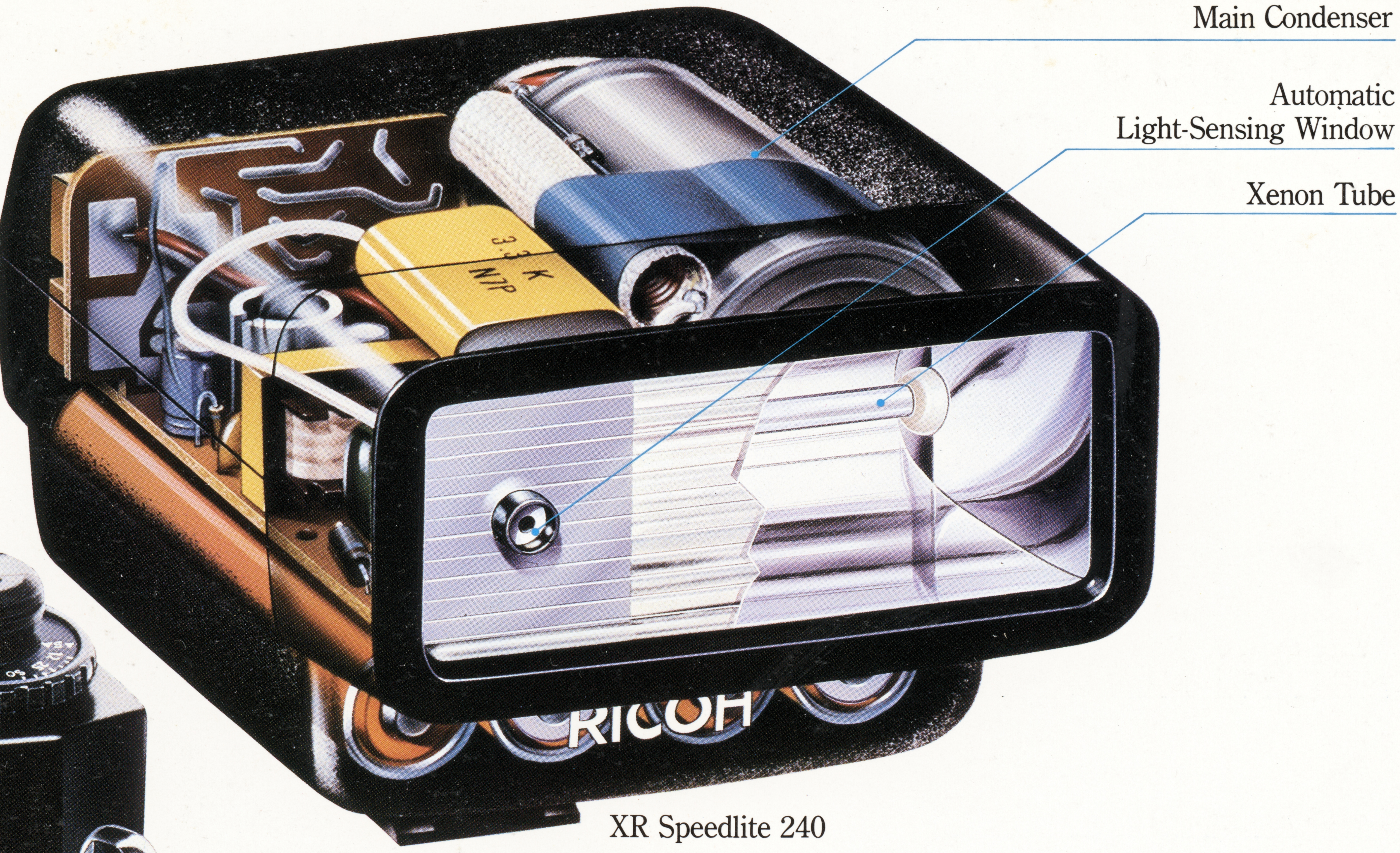
Once in a Lifetime Photographs, Automatically and Manual.

RICOH KR10

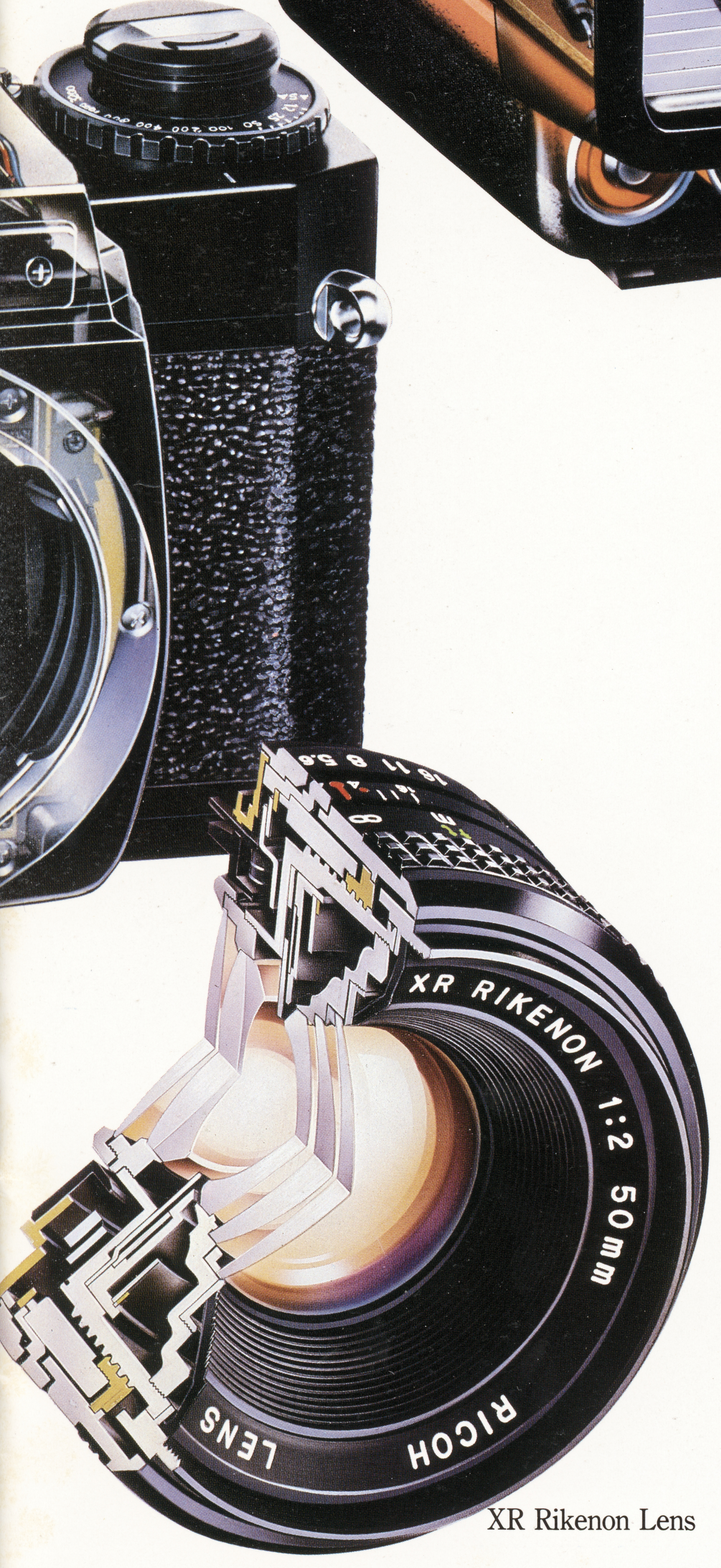
Ricoh’s Technology. So Advanced It Ma Taking Great Photographs Easy.


Hot Shoe “X” Contact (in synchronization with XR Speedlite 240)
Hybrid LSI
Mirror
Film Advance Intermediate Gear (ball bearings)
Lens Mount Button
Self-Timer Lever
KR-10
RICOH
Winder Shutter Button
Positioning Pin
Winder Contacts
XR Winder-1
Film Advance Drive Motor

kes



XR Speedlite 240



XR Rikenon Lens

Automatic Exposure and Manual Control in the Fully Systematic Ricoh KR10.

Discover a bold new 35mm SLR camera that takes great photographs with ease. So versatile it sets you free to express your creative instincts however you feel. The choice of AE (automatic exposure) and manual control is yours. In the AE mode, the camera's sophisticated electronics determine the optimum exposure while you simply compose, focus and shoot. In the manual mode, there's individualistic control not always possible with AE.

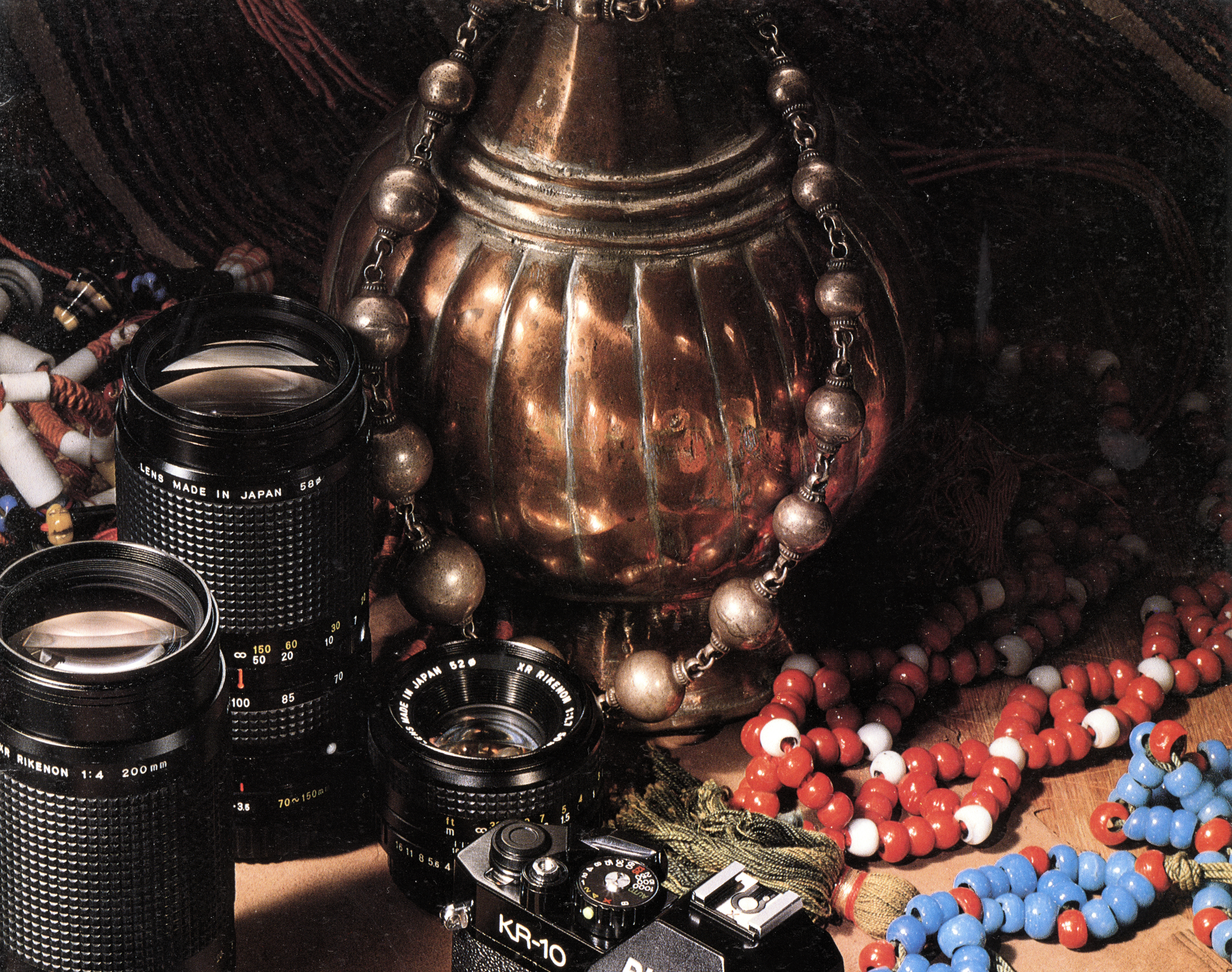
That's the exciting design concept of the low-cost high-performance Ricoh KR10. A fully systematic 35mm SLR camera that embodies many excellent qualities. TTL (through the lens) full-open light metering coupled to an aperture-priority automatic exposure system. A large and bright full-information viewfinder with 3-way focusing. A wide array of controls that are functionally arranged for natural operation. A selection of renowned XR Rikenon lenses with "K" type mount for maximum interchangeability. And accessories. Including the XR Winder-1 to keep pace with the action. And the XR Speedlite 240 programmed electronic flash.

Discover the new Ricoh KR10. It can turn the pictures in your mind into photographs of a lifetime.

You Can Make It If You Try.

Covered with dust, I climb to the heights,
On the road to an encounter with the nomads.
The sound of the wind is low and heavy and
I pass countless reddish-brown rock shelves.
Along a darkly shining river, the road climbs steeply
Up and down, time after time.
Over the last pass and onto the final plateau,
The sun sinks low and the mountains of the Karakorum
Are richly dyed in the early evening sunset.
The town I have been looking for
Lies in the near distance.
And as the final rays of light
Play on my excited eyes and face,
I experience a treasured moment that
Will live in my memory forever.
At last, the labyrinthian road has been traveled.
I keep the RICOH KR10 at my side.

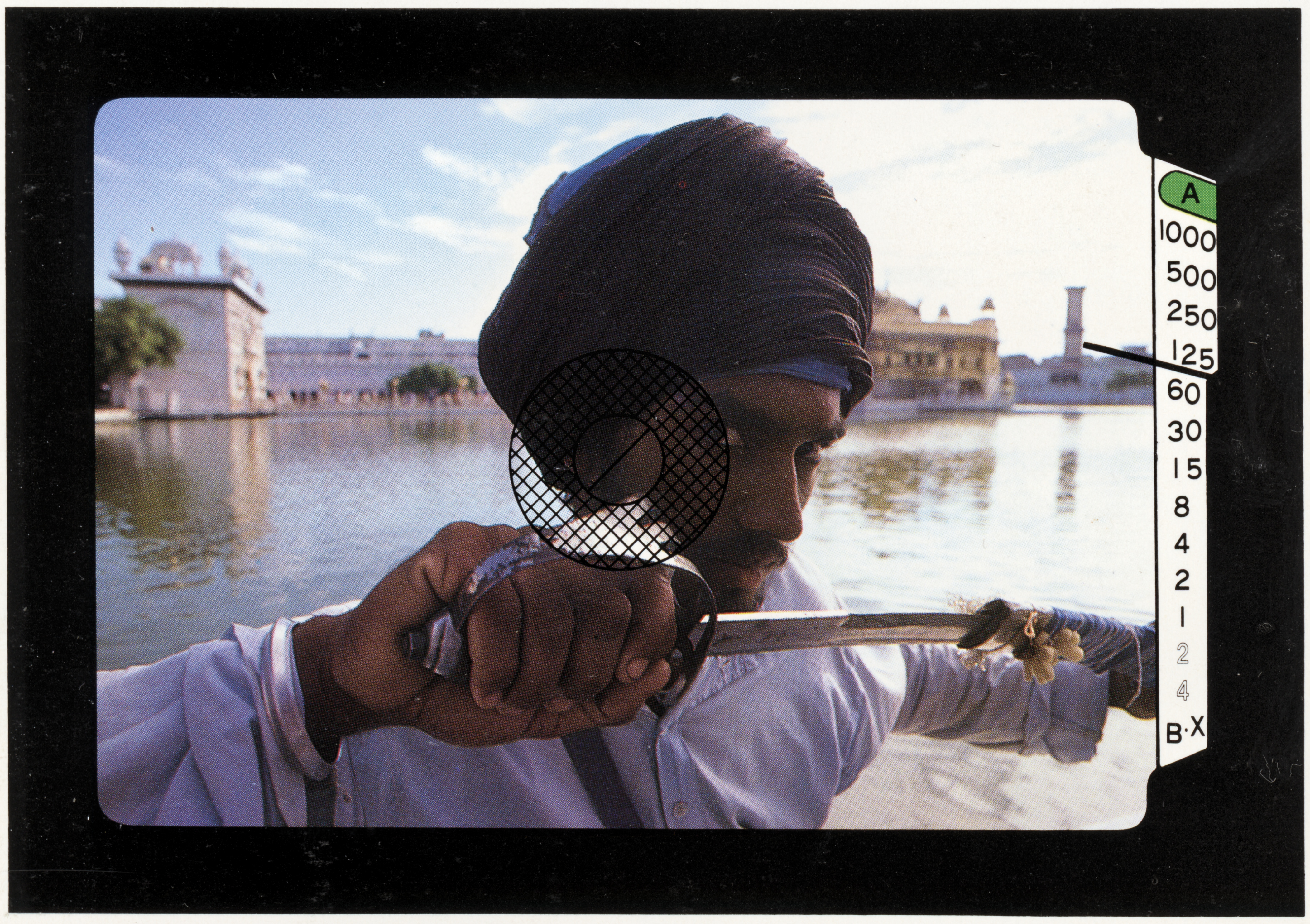
XR RIKENON 1:1.4 50mm
RICOH
LENS MADE IN JAPAN
RICOH
KR-10

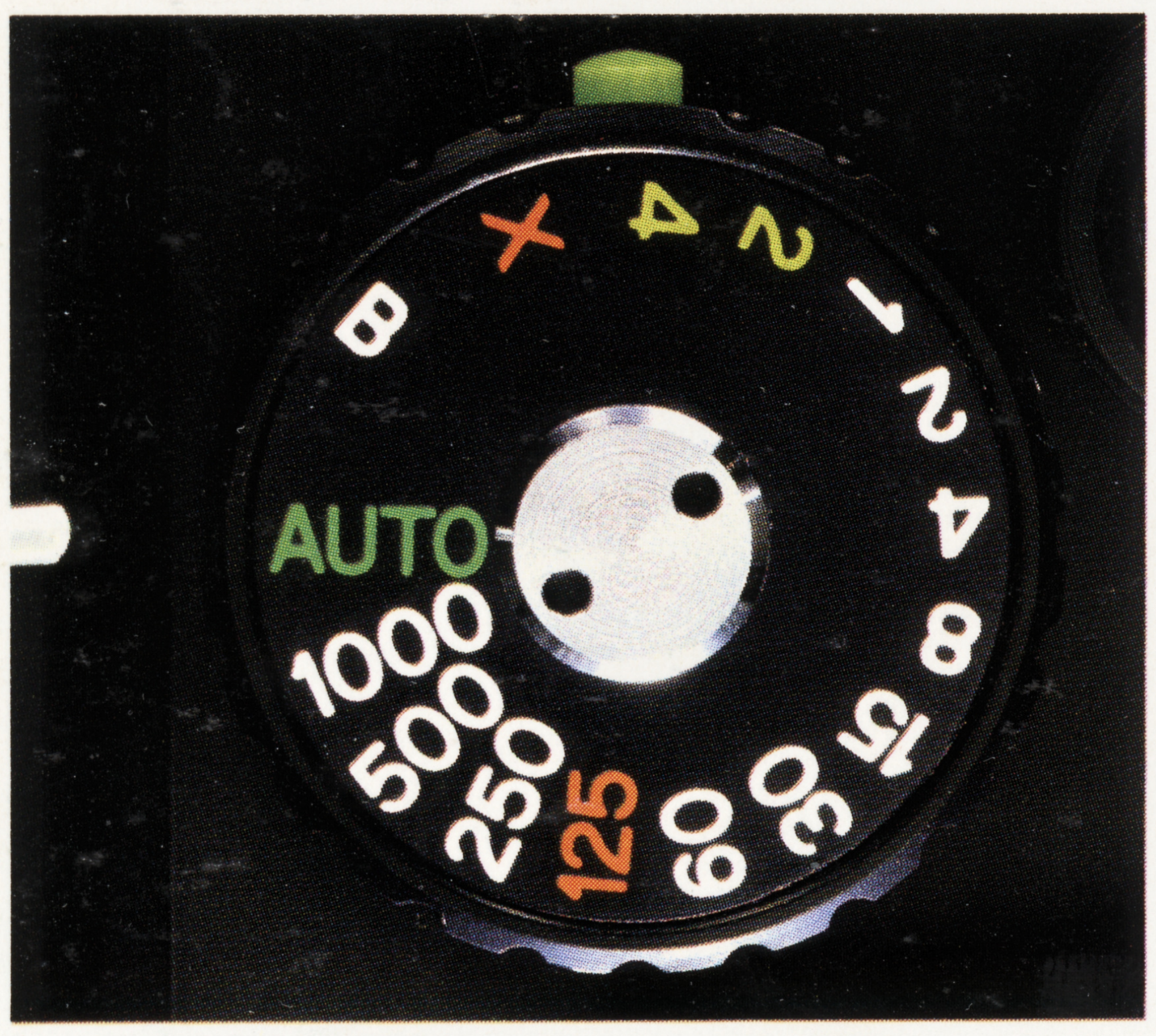

KR-10
RICOH
XR RIKENON 1:4 200mm
LENS MADE IN JAPAN 58φ
70~150mm
XR RIKENON
LENS MADE IN JAPAN 52φ
RICOH
LENS MADE IN JAPAN 52φ
XR RIKENON 1:2.8 28mm
RICOH
1:2.8 135mm

Once in a Lifetime Photographs, Automatically and Manual.

RICOH KR10

The AE Mode for Optimum Shooting Ease.



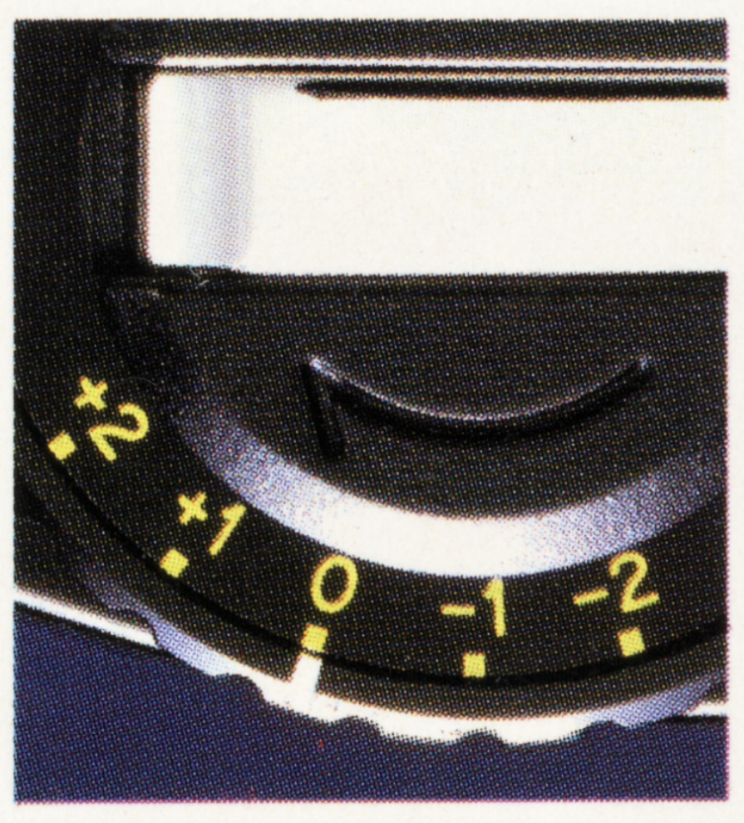


Aperture-Priority AE Photography.

The Ricoh KR10 offers the superb convenience of aperture-priority automation. Only with this system do you have professional control over depth of field.

Simply turn the shutter speed dial to AUTO and select the desired f/stop; the optimum shutter speed will be determined automatically. Then just compose, focus and shoot. With the XR Speedlite 240, AE flash is also possible.

Ricoh-Developed Electronic AE Circuitry.



A highly accurate hybrid LSI (large scale integrated) circuit with more than 300 elements was developed by Ricoh. It controls light metering, other computations, even driving the shutter. Using little current and with excellent low-temperature characteristics, this hybrid LSI helps make the Ricoh KR10 suitable for cold-weather situations.

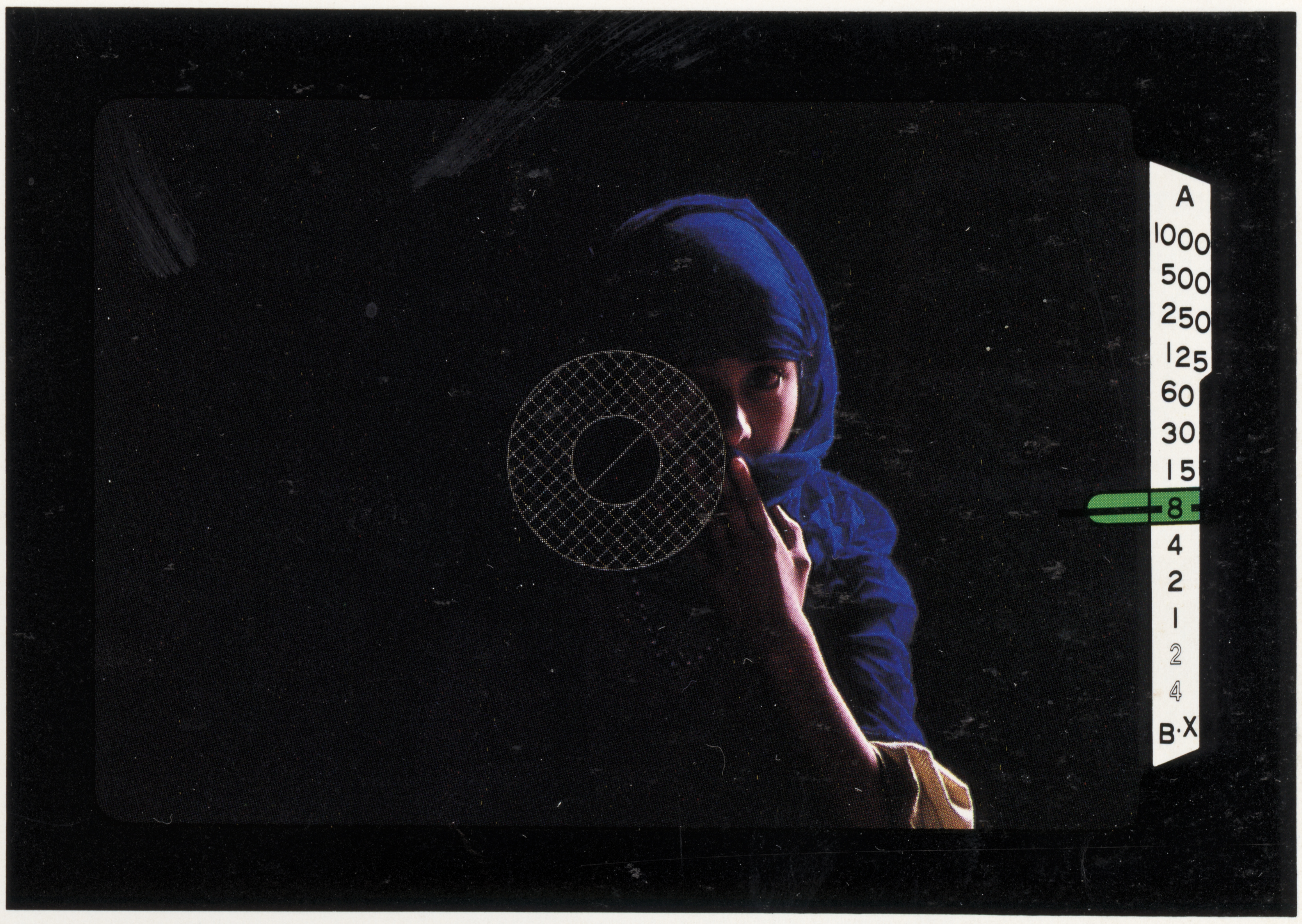
Exposure Compensation Control.

The exposure compensation control lets you adjust the meter sensitivity ±2 stops and is especially useful when shooting into the sun and other back-lighting situations. Exposure coupling range is EV 3 to 17.

XR Rikenon 28mm f/3.5 lens. AE exposure f/5.6 (in Lahore).

The Manual Mode for Specialized Control.

XR Rikenon 135mm f/2.8 lens. Manual exposure f/5.6 at 1/8 sec. (in Kashmir).


A
1000
500
250
125
60
30
15
8
4
2
1
2
4
B·X

AUTO
1000
500
250
125
60
30
15
8
4
2
1
2
4
X
B

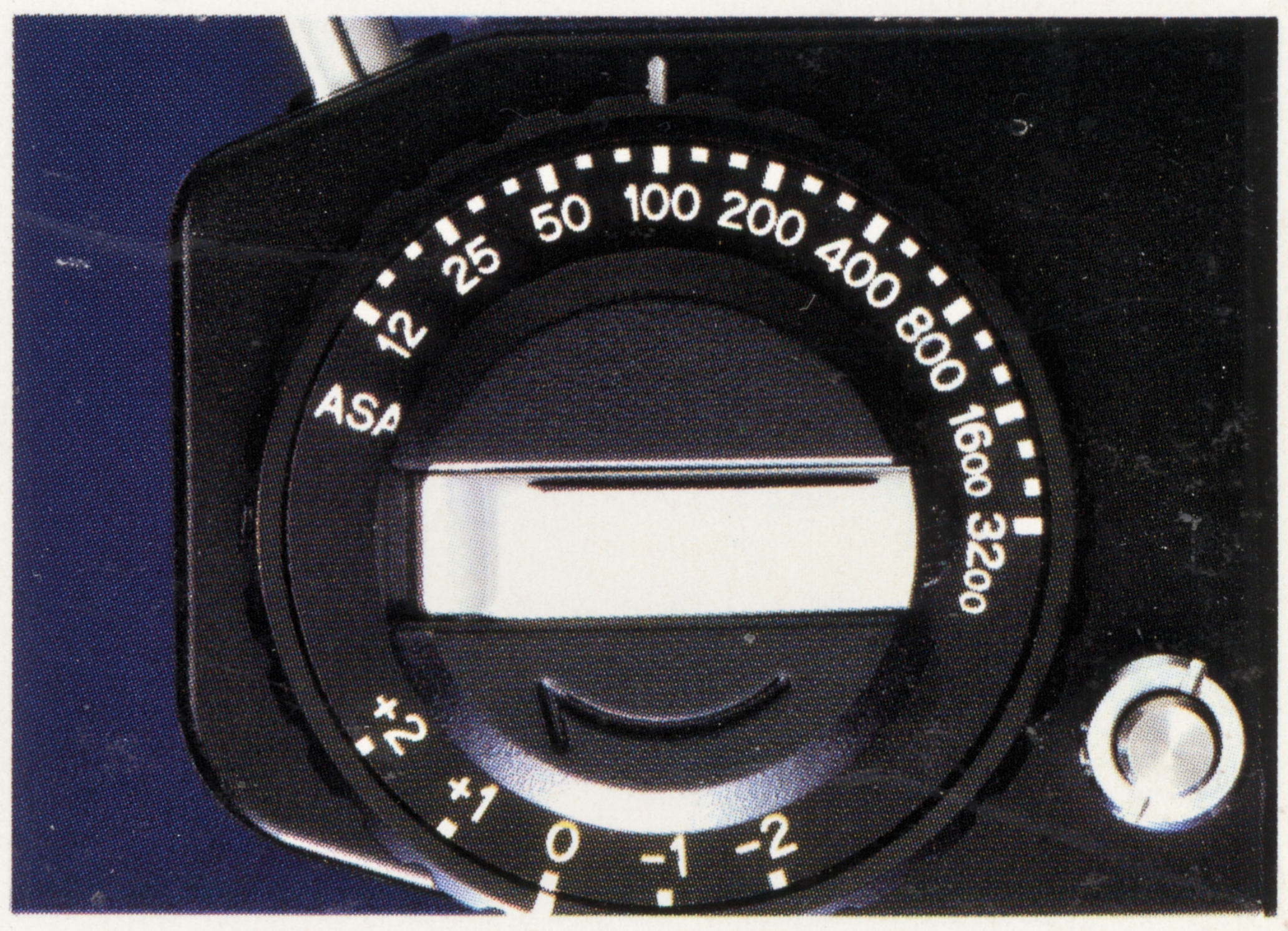
Manual Possible for Individualistic Expression.

For total creative control, when AE cannot express what you are shooting for, manual exposure is ideal. And the Ricoh KR10 provides manual exposure control with TTL full-open light metering. You set the aperture and shutter as you like, matching the green and black needles visible in the viewfinder.

When photographing fast-moving objects, from active family members to sports, shutter-priority manual control is also possible. First select the shutter speed and then turn the aperture ring for desired exposure.

Wide Range ASA 12~3200.

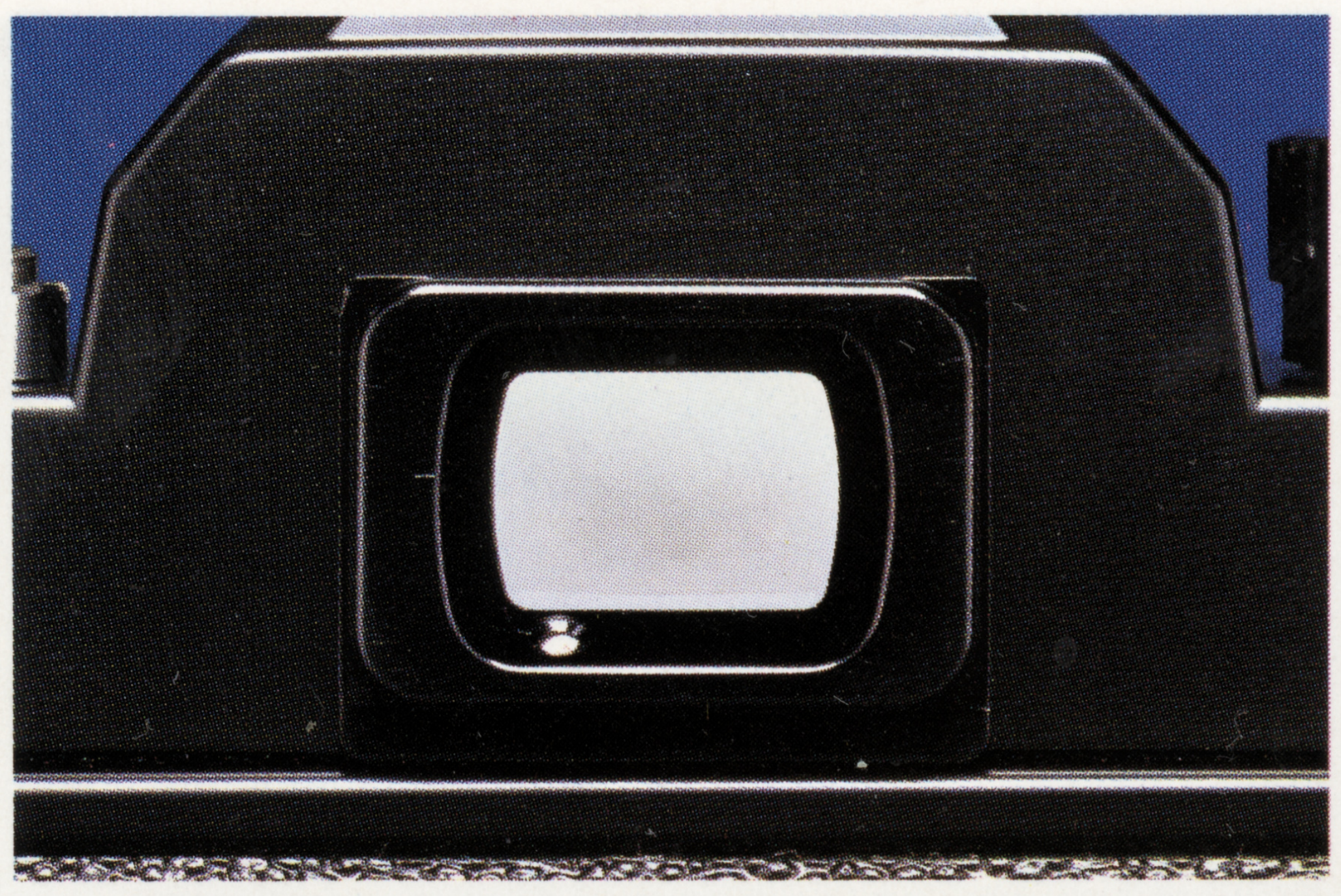
The KR10 accepts your favorite 35mm film, with sensitive metering over a wide ASA range of 12~3200.


ASA
12
25
50
100
200
400
800
1600
3200
+2
+1
0
-1
-2

Large and Bright Viewfinder, Diagonal Information on the Right Side.

TTL Full-Open Light Metering System Coupled to Aperture-Priority Automatic Exposure System.

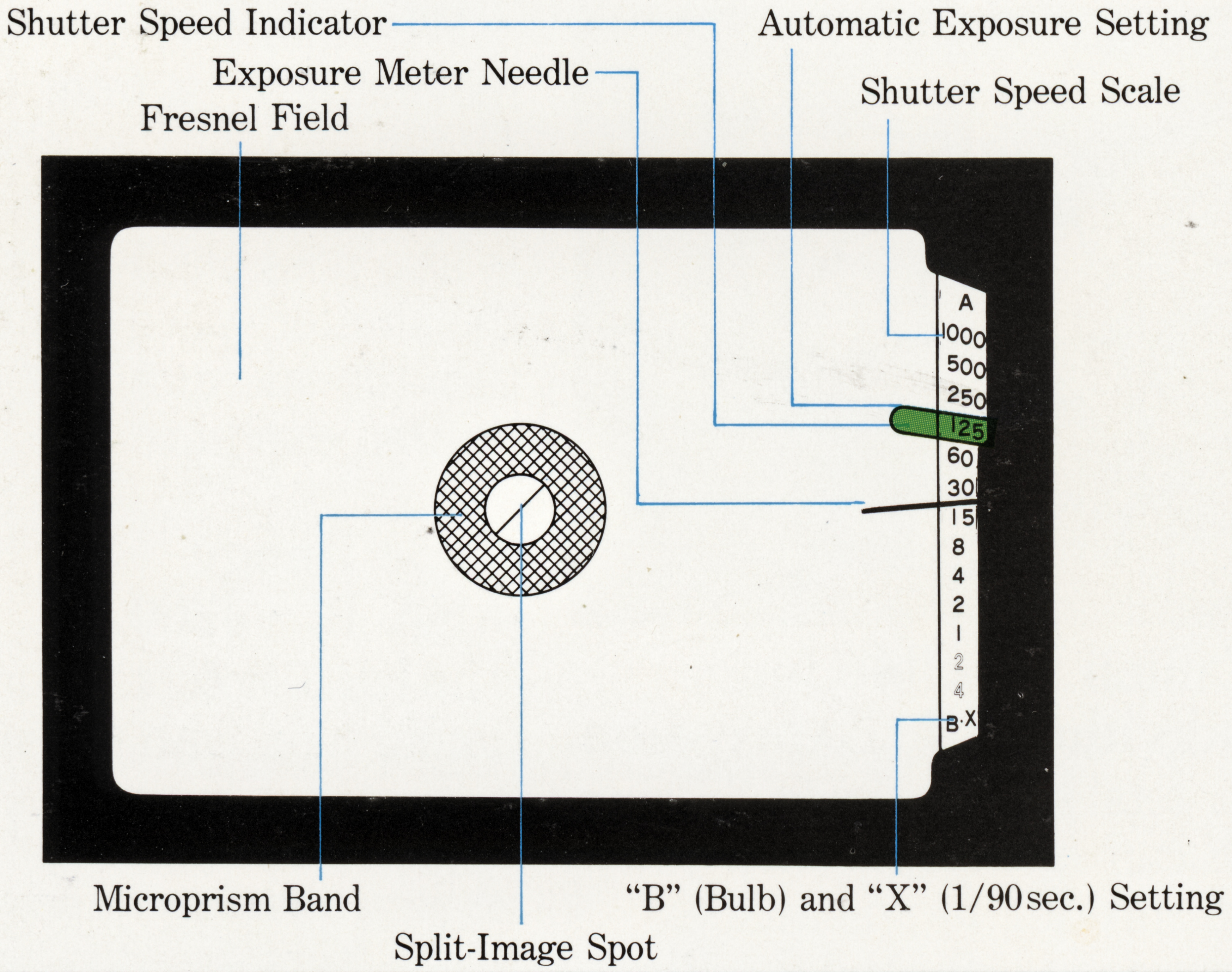
The Ricoh KR10 has CdS TTL full-open light metering coupled to an aperture-priority automatic exposure system. In either AE or manual mode, this system with three CdS photocells is ultra-sensitive for precise light measurement. And the exposure meter needle visible in the bright viewfinder is easy to read.



At-a-Glance View.

With a field of view of 93% and viewing magnification of 0.83X, this viewfinder is large and bright. Designed with a 16mm eyepoint for a clear sight even with glasses, diopter correction lenses are also available.

All Essential Shooting Data


Shutter Speed Indicator
Automatic Exposure Setting
Exposure Meter Needle
Shutter Speed Scale
Fresnel Field
A
1000
500
250
125
60
30
15
8
4
2
1
2
4
B·X
Microprism Band
"B" (Bulb) and "X" (1/90sec.) Setting
Split-Image Spot

Shooting Data Perfectly Positioned.

Since it is known from extensive testing that viewfinder information displayed on the right side is easier to read, the KR10 has been designed this way. Reading and adjusting exposure and shutter speed is effortless.

Easy Focusing.

For versatile focusing without having to constantly move the camera, a 3-way focusing system with the Ricoh-developed diagonal split-image spot inside a microprism band and Fresnel field is the accurate, quick, easy way to razor-sharp results.

Split-Image Focusing,

XR Rikenon 28mm f/3.5 lens. AE exposure f/16 (in Lahore).

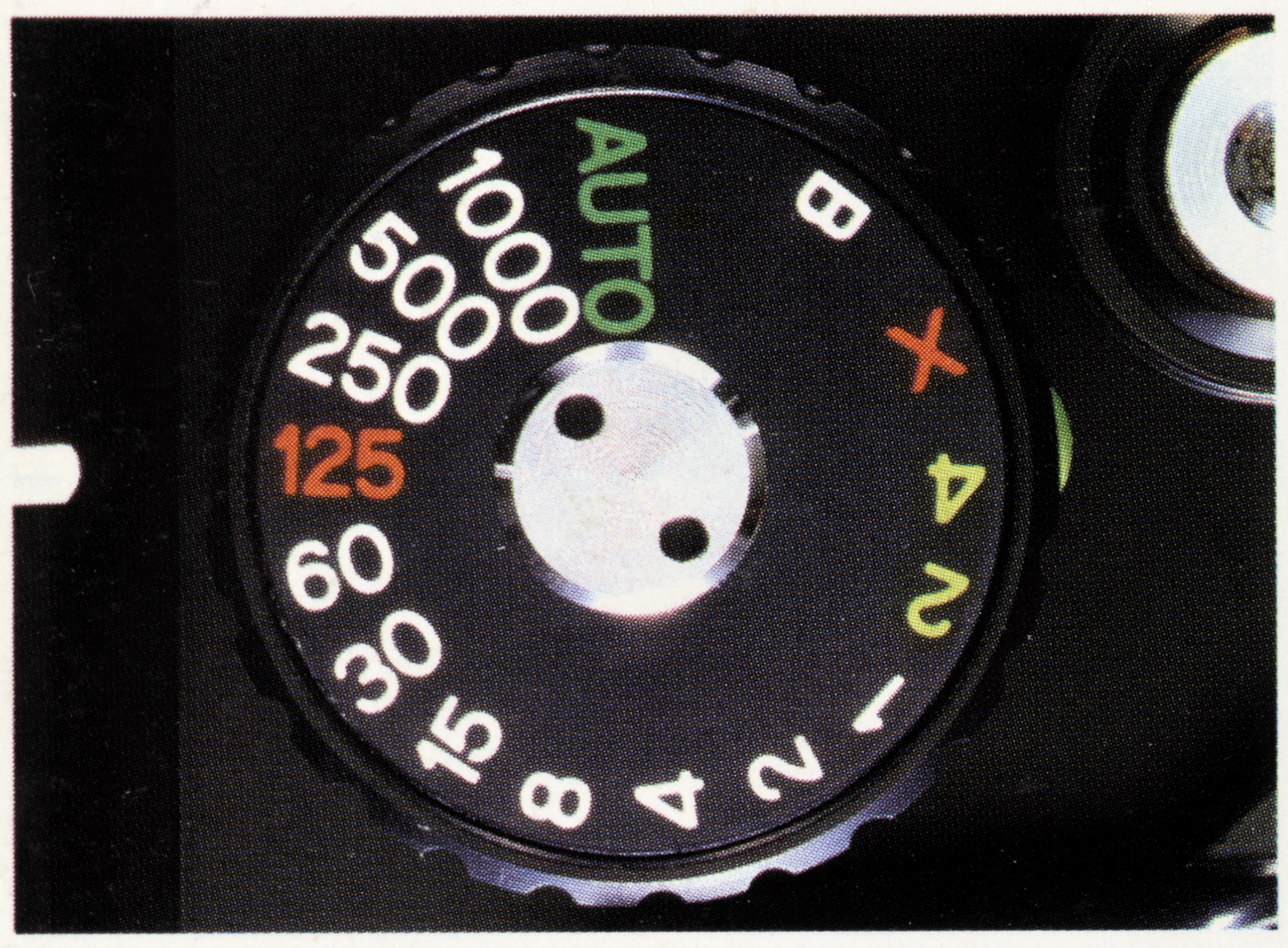
The women busily do their washing in the muddy river.
The river means many things to many people.
Transportation, a source of drinking water, a sewer.
The river is the place for the sacred bath.
And with earnest faces, the old women say that
the river will even wash away sins.

XR Rikenon 200mm f/4 lens. Manual exposure f/5.6 at 1/250 sec. (in Sri Lanka).

Advanced Controls You Can Easily Handle.

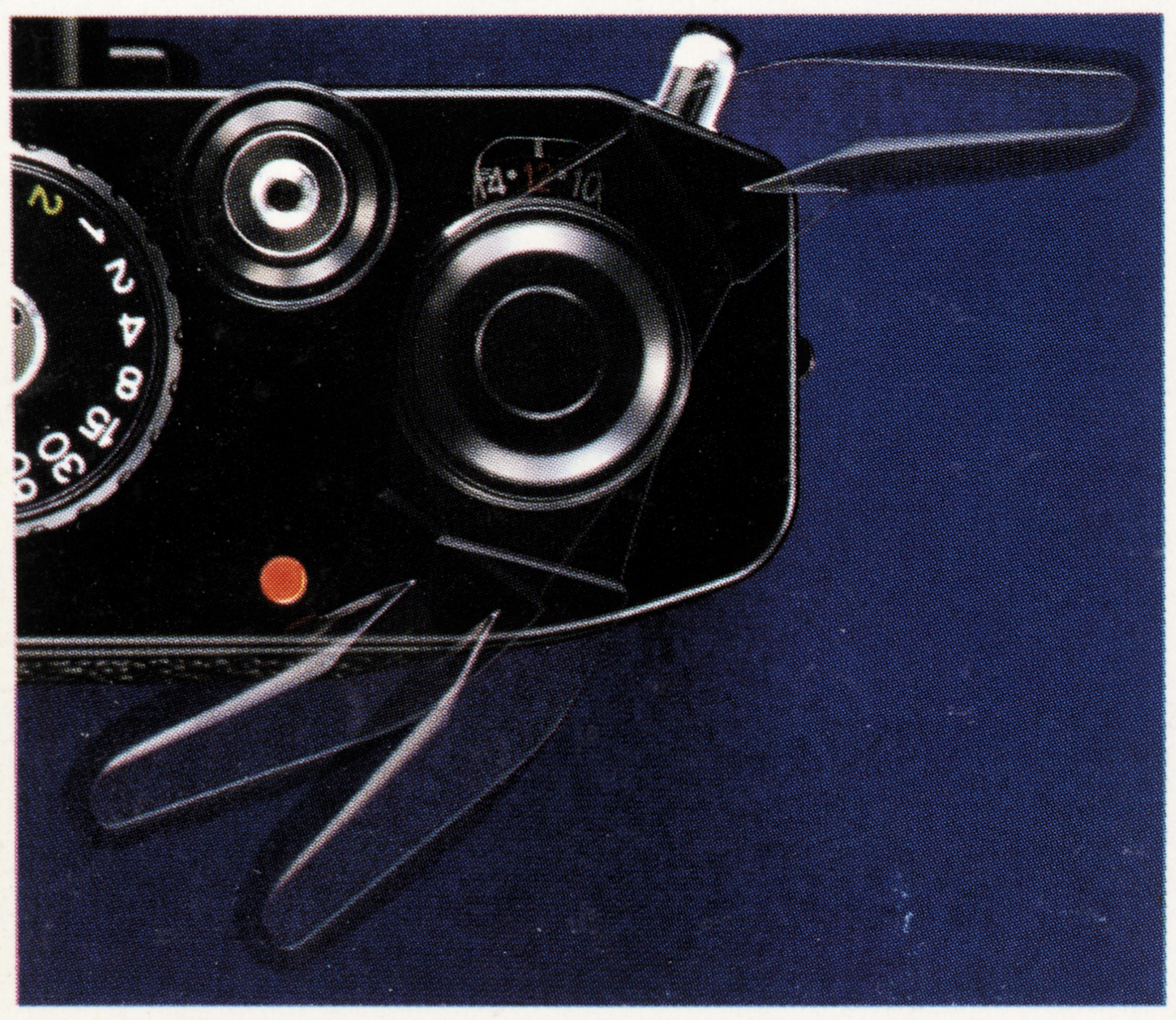
Shutter Speeds up to 1/1000 sec.

In the AE mode, set the aperture; the automatic electronic shutter determines continuously variable shutter speeds from approximately 8 seconds to 1/1000 sec. In the manual mode, you choose any shutter speed from "B" (Bulb) and 4 seconds to 1/1000 sec. The XR Speedlite 240 electronic flash automatically synchronizes up to 1/125 sec.

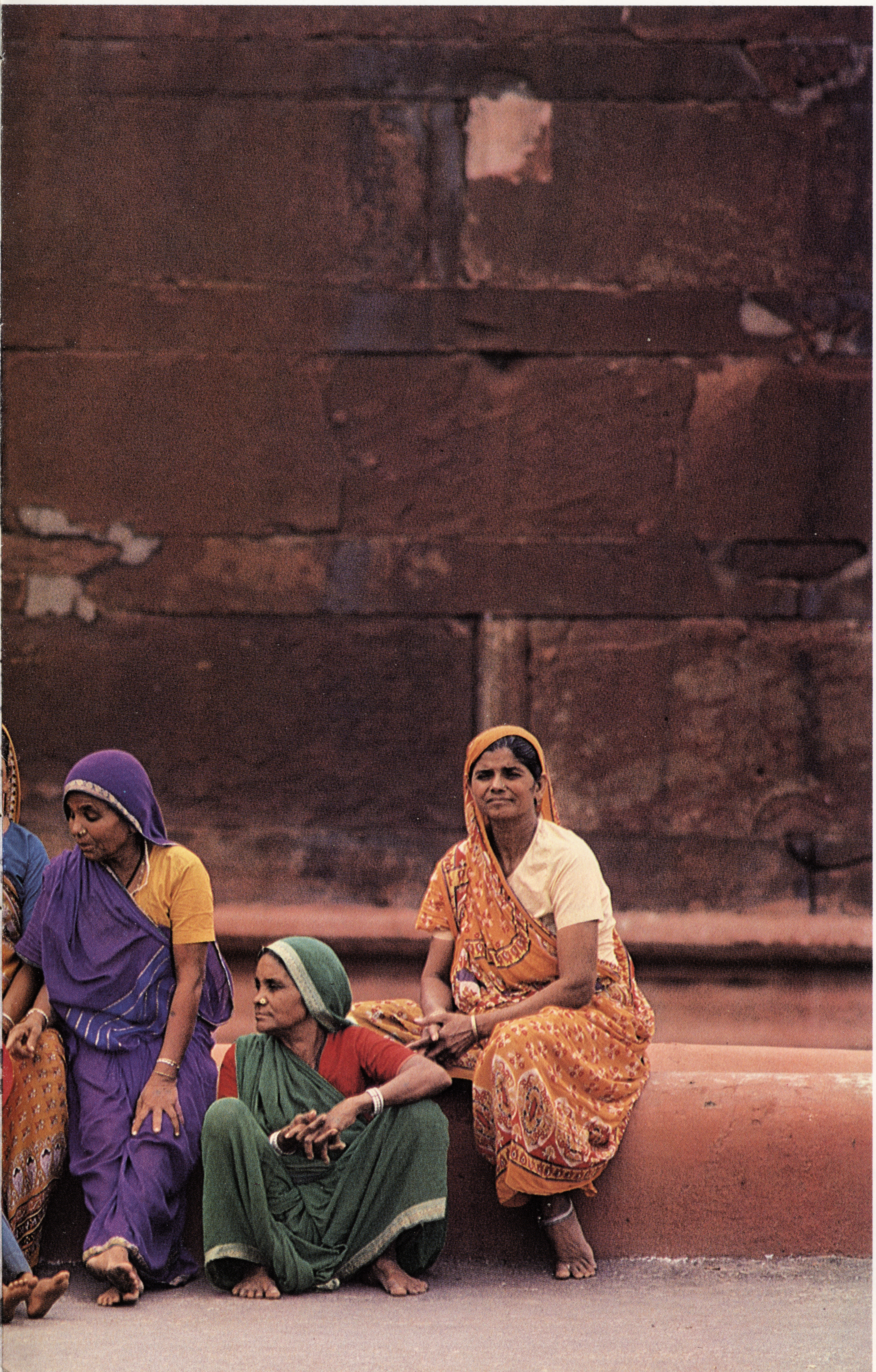


One Stroke Advances the Film.

A Single stroke of the 135° film advance lever winds the film. Smooth and multi-functional, the 2-step (20° and 40°) stand-off angle controls both shutter release lock/unlock (to prevent wasting film) and the meter on/off (to prevent wasting battery power.)

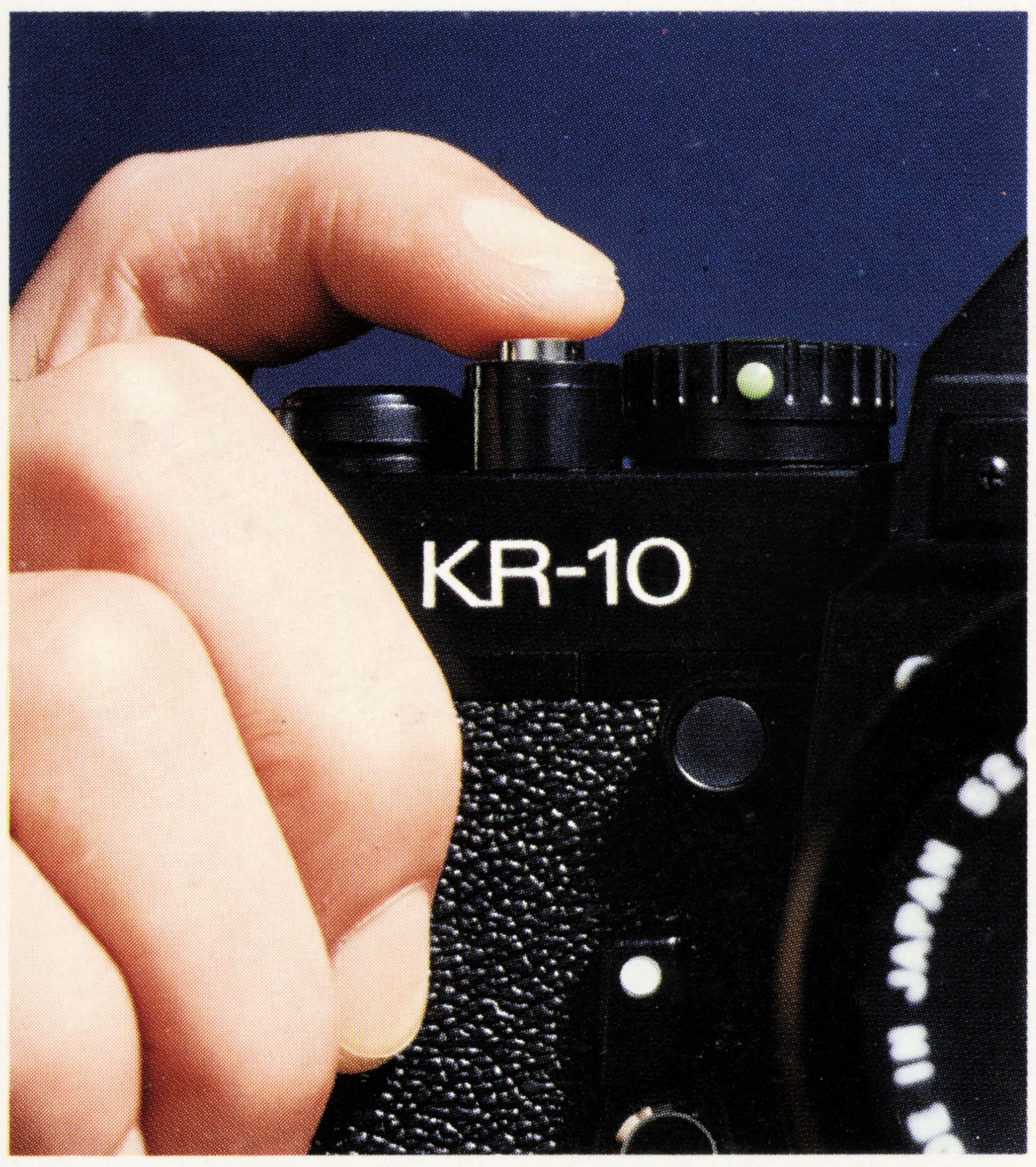


XR Rikenon 200mm f/4 lens. Manual exposure f/11 at 1/250 sec. (in Old Delhi).



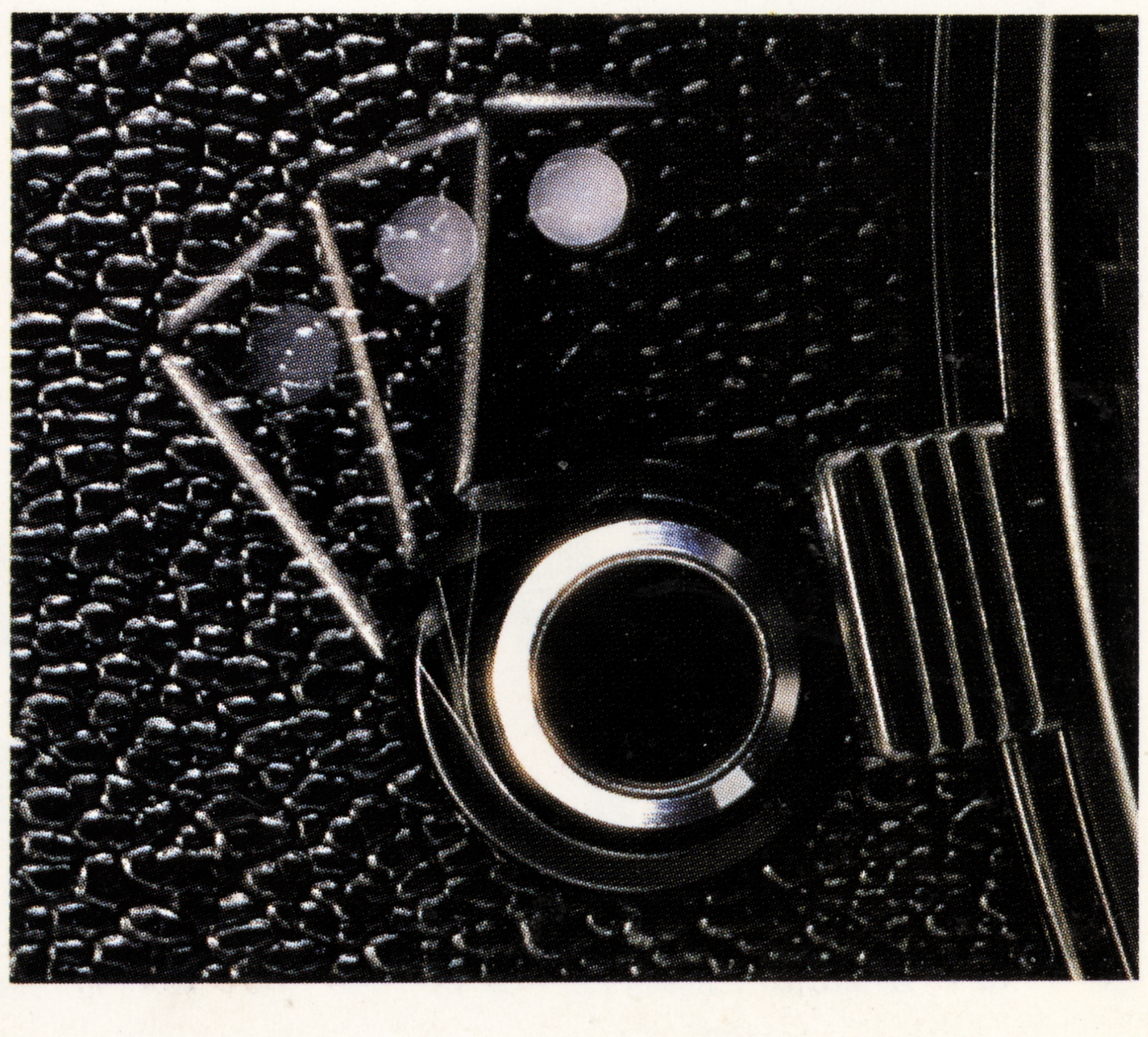
One Touch Releases the Shutter.

A natural touch of your finger on the shutter button activates the light meter; a full depression gently triggers the shutter release. Designed with a special spring mechanism to ensure a light and smooth feel, the shutter precisely responds to capture the moment on film.



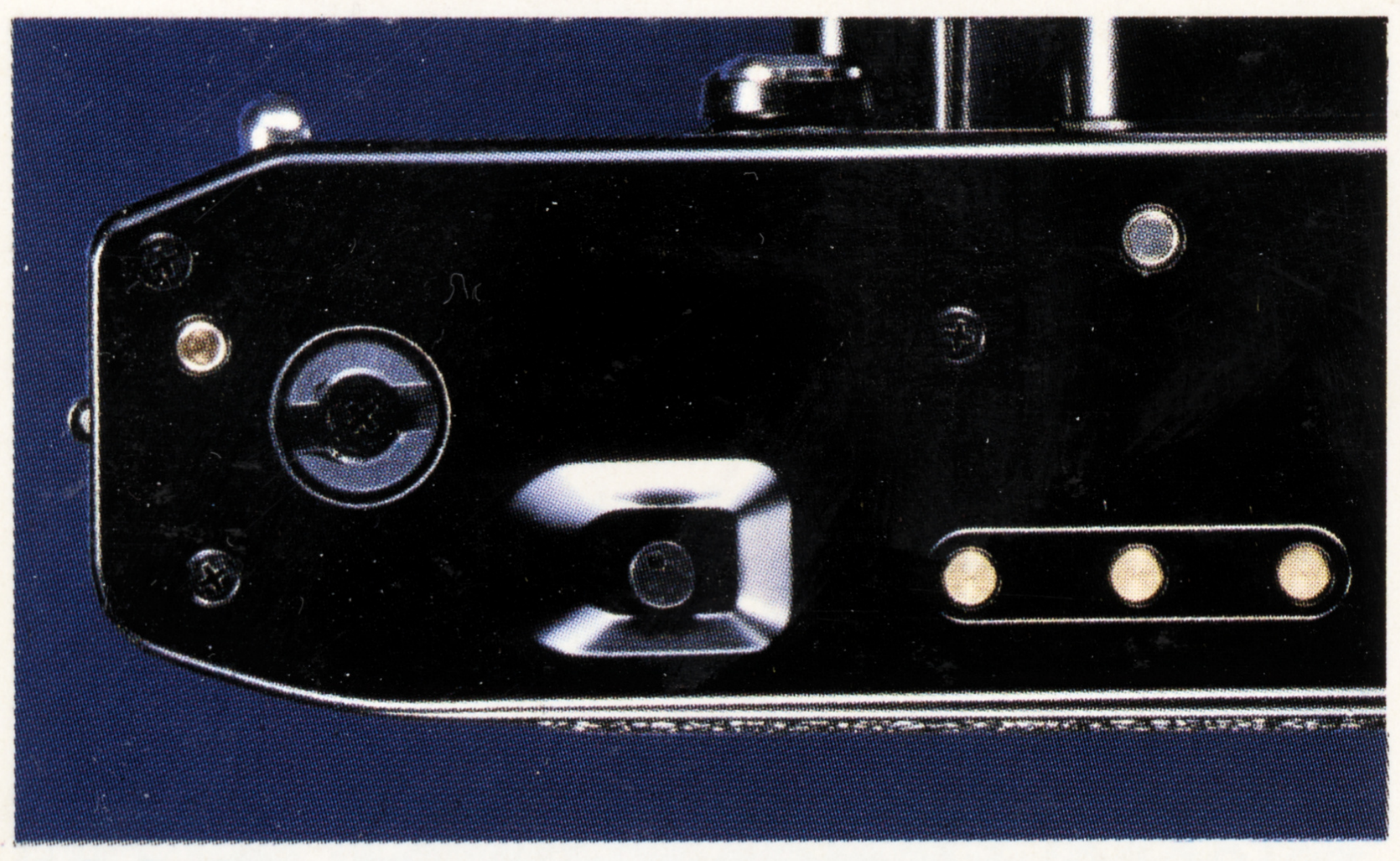
Self-Timer Convenience.

The built-in quiet self-timer can be set before or after advancing the film. With up to 10-second delay, you can easily get yourself in the picture. And if you want to cancel the self-timer once set, simply return the lever by hand.



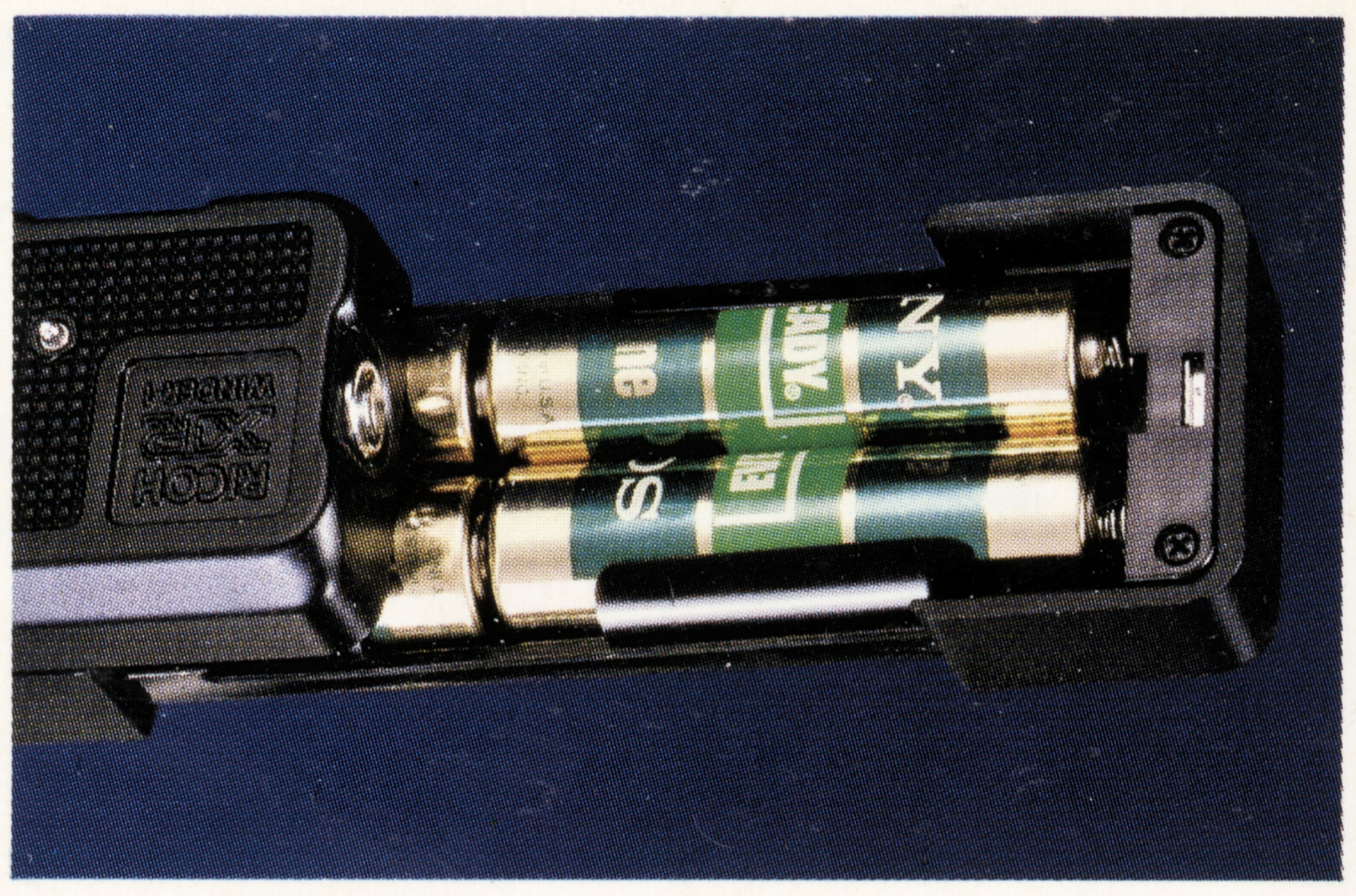
Expanded Shooting Versatility.

When you want total concentration on composition, focusing and shooting, the XR Winder-1 is ideal. A one-touch switch lets you select single frame or continuous sequences at two frames per second (1/125 sec.). The XR Winder-1 performs in precise synchronization with the AE function for all shutter speeds (except Bulb).



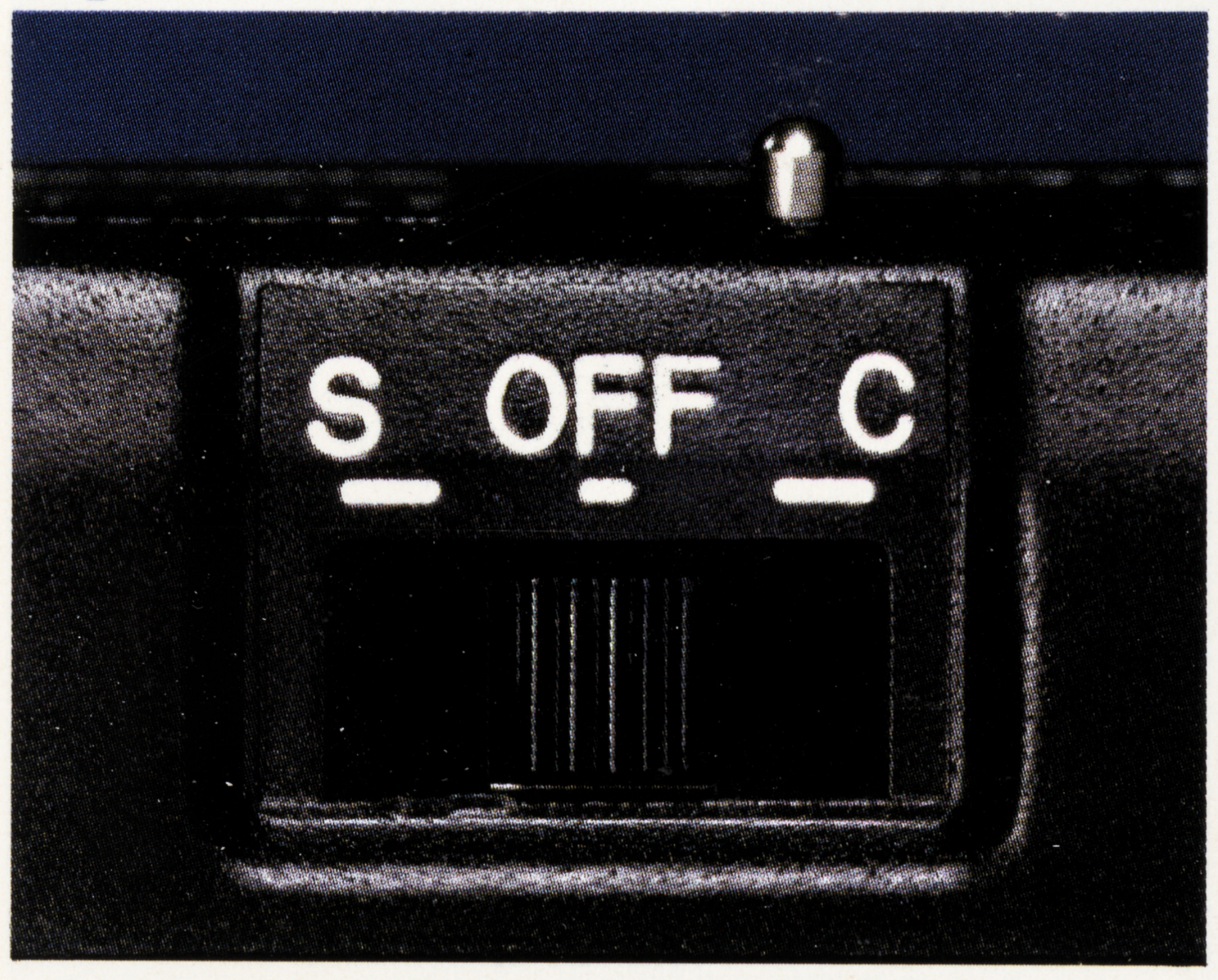
100 Rolls of 36-Exposure Film with Alkaline Batteries.

You can shoot continuously about 100 rolls of 36-exposure film under normal temperatures (with 4 AA size 1.5V alkaline batteries.) This is possible not only because of the battery power, but due to the KR10's smooth film advance mechanism and the XR Winder-1 design. The cartridge-type battery case makes changing batteries fast and simple.



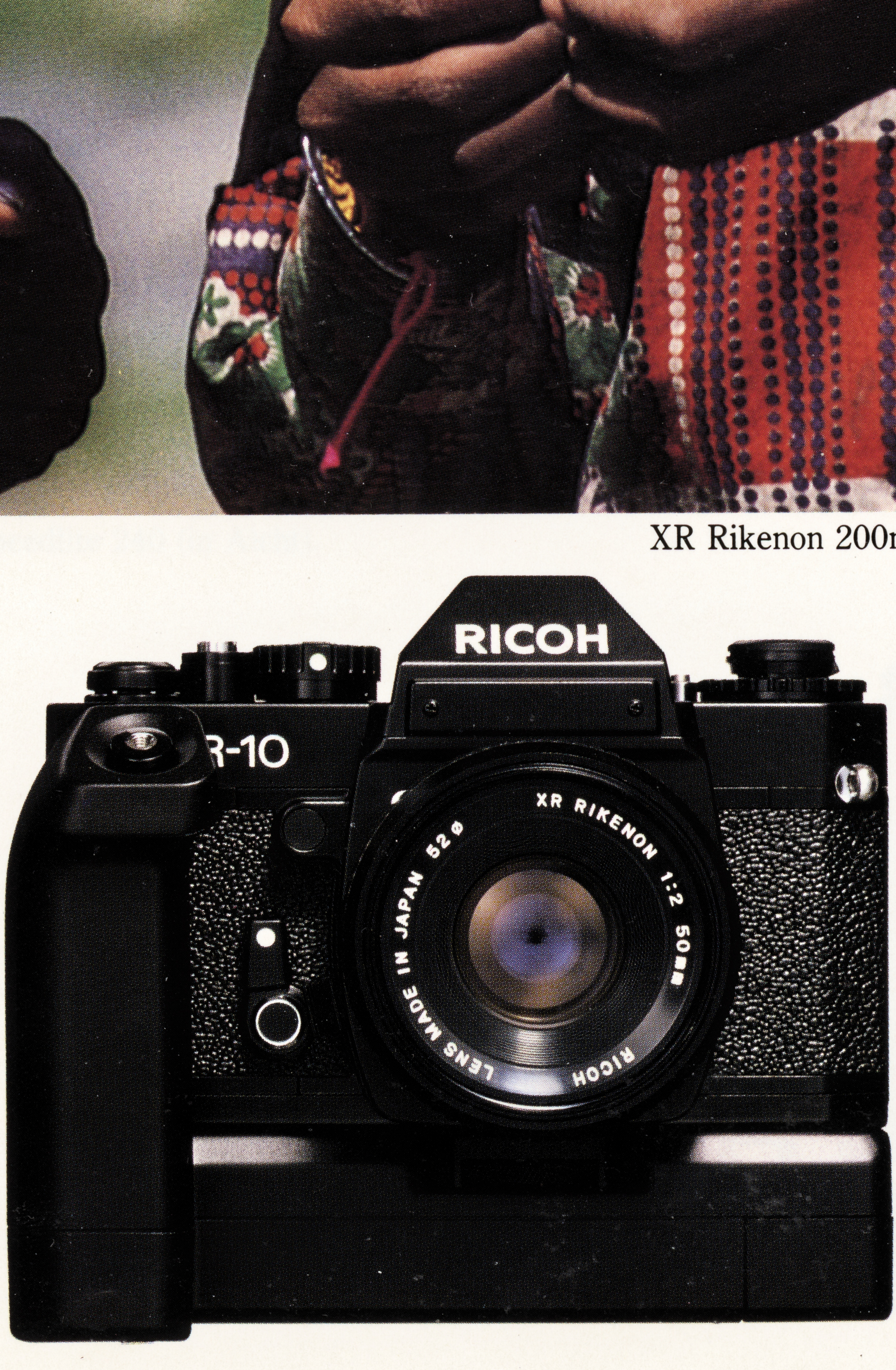
Designed to Naturally Fit Your Hand.

Like the rest of the KR10 system, the compact and lightweight XR Winder-1 is human engineered for natural operation. Notice how the grip is designed, with the trigger neck angled forward so the finger can effortlessly press the shutter release button. It's this kind of attention to detail that makes the KR10 system a pleasure to handle.



XR Winder-1 Automatically Shoots Single or Two Frames Per Second Cont

XR Rikenon 200mm f/4 lens. AE exposure f/5.6 using XR Winder-1 (in Kabul).


RICOH
R-10
XR RIKENON 1:2 50mm
LENS MADE IN JAPAN 52φ
RICOH

inuously.

RICOH XR WINDER-1

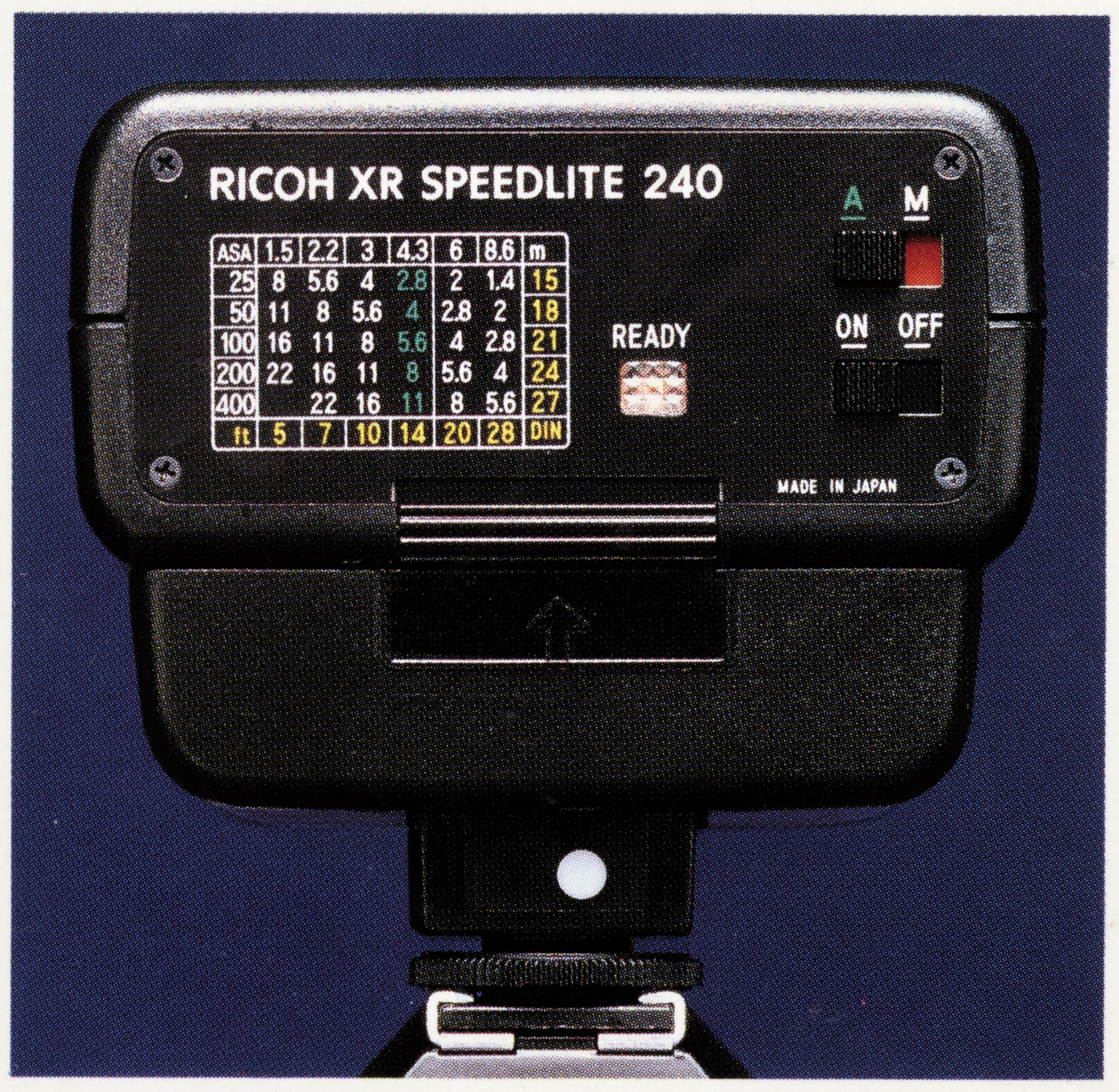
XR Rikenon 35mm f/2.8

XR Speedlite 240 for AE Flash Photography.

lens. AE exposure f/5.6 using XR Speedlite 240 (in Alchi).

XR Speedlite 240 Automatically Sets the Shutter.

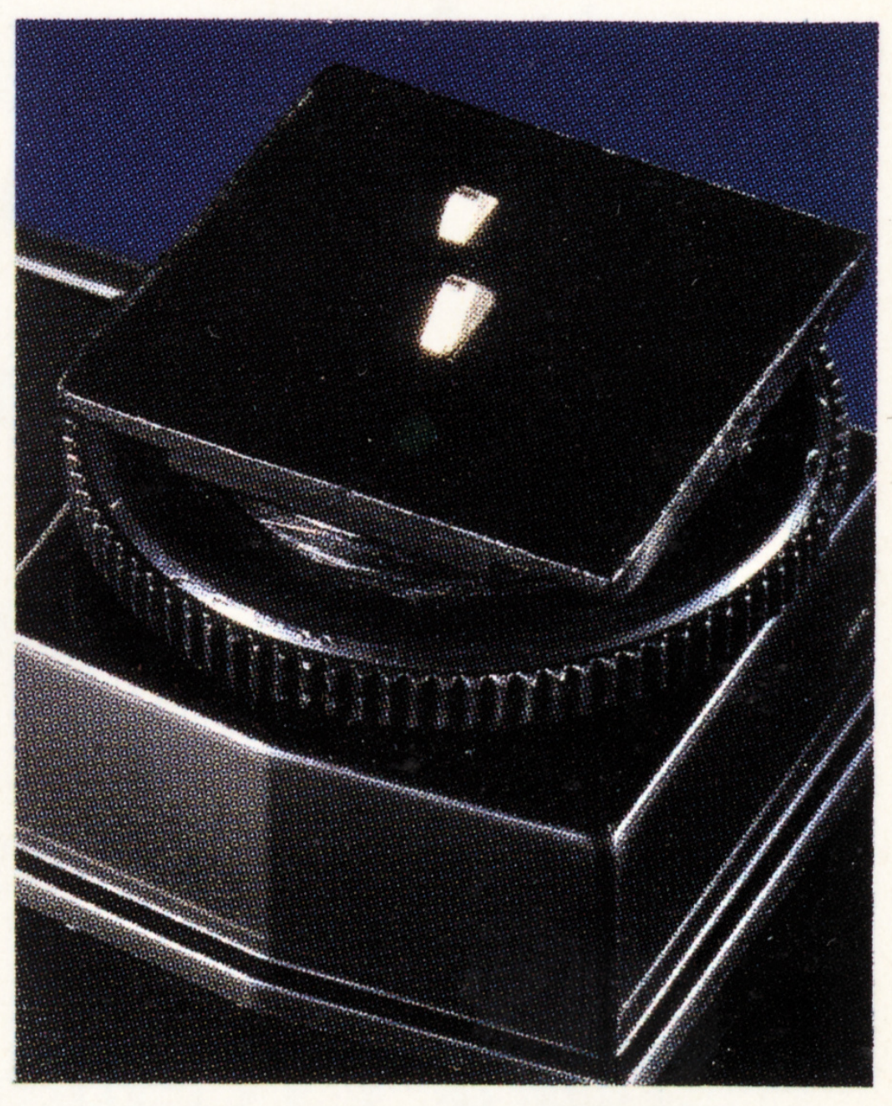
Flash photography couldn't be easier. When the XR Speedlite 240 electronic flash is fully charged, the flash ready LED visible in the viewfinder illuminates; the shutter speed is automatically set to 1/90 sec. And if the shutter is released before the unit is fully charged, the KR10 operates in the normal AE mode.



ASA	1.5	2.2	3	4.3	6	8.6	m
25	8	5.6	4	2.8	2	1.4	15
50	11	8	5.6	4	2.8	2	18
100	16	11	8	5.6	4	2.8	21
200	22	16	11	8	5.6	4	24
400		22	16	11	8	5.6	27
ft	5	7	10	14	20	28	DIN

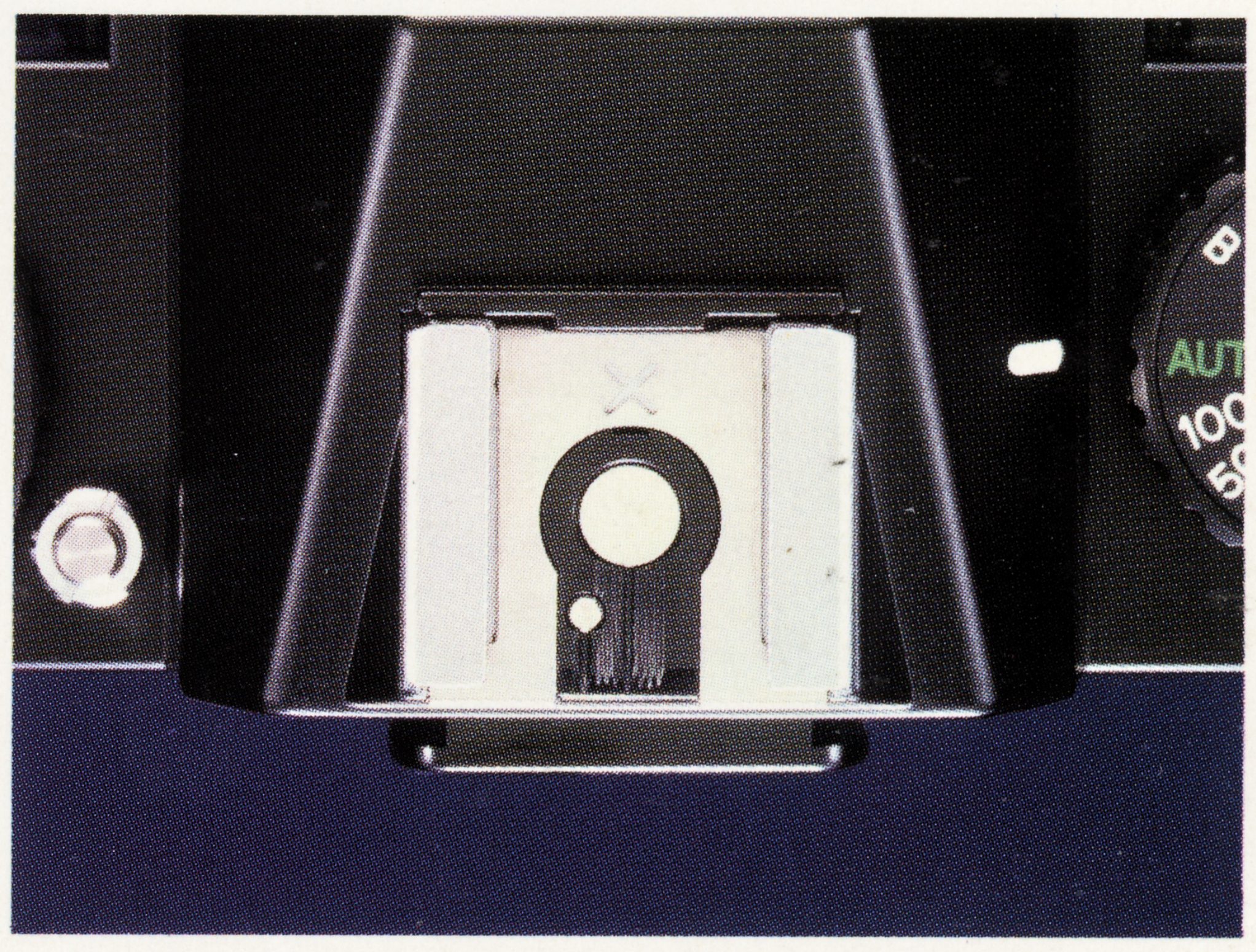
Automatic Intensity Adjustment for More Flashes Per Charge.

The flash intensity is automatically adjusted depending on the distance to the subject. The closer the subject, the shorter the flash interval. The advantage is more flashes per battery charge; (about 150). The remaining charge is stored for the next shot. The XR Speedlite 240 functions best from 1.4—4.3m (3.3—14.2 ft.) and the illumination angle covers the field of view of a 35mm lens. Guide number is 24m/80 ft. (f/5.6 ASA 100).



Lightweight Easy Handling.

Compact and easy to handle when attached to the KR10, the XR Speedlite 240 is beautifully designed to complement, not interfere with, picture taking.



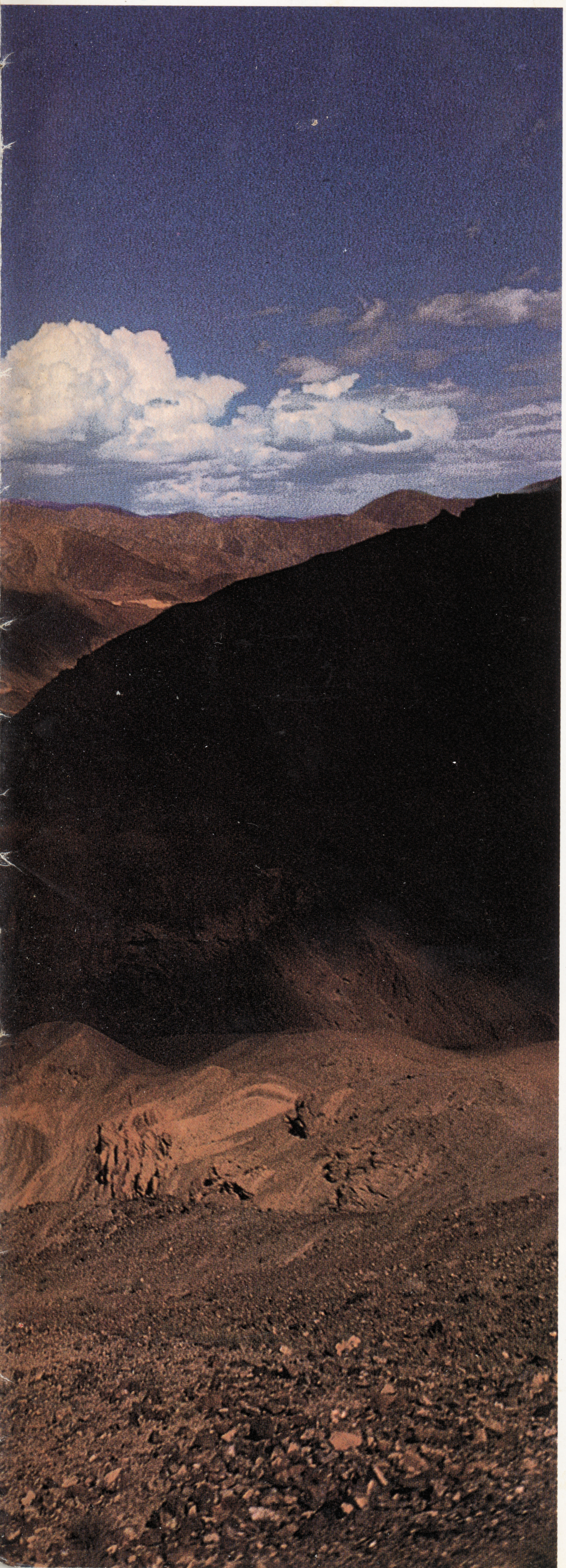
RICOH
RICOH
KR-10
XR RIKENON 1:2 50mm
LENS MADE IN JAPAN 52ø
RICOH

RICOH
XR SPEEDLITE 240

Wide Range of High Performance XR Rikenon Interchangeable Lenses.

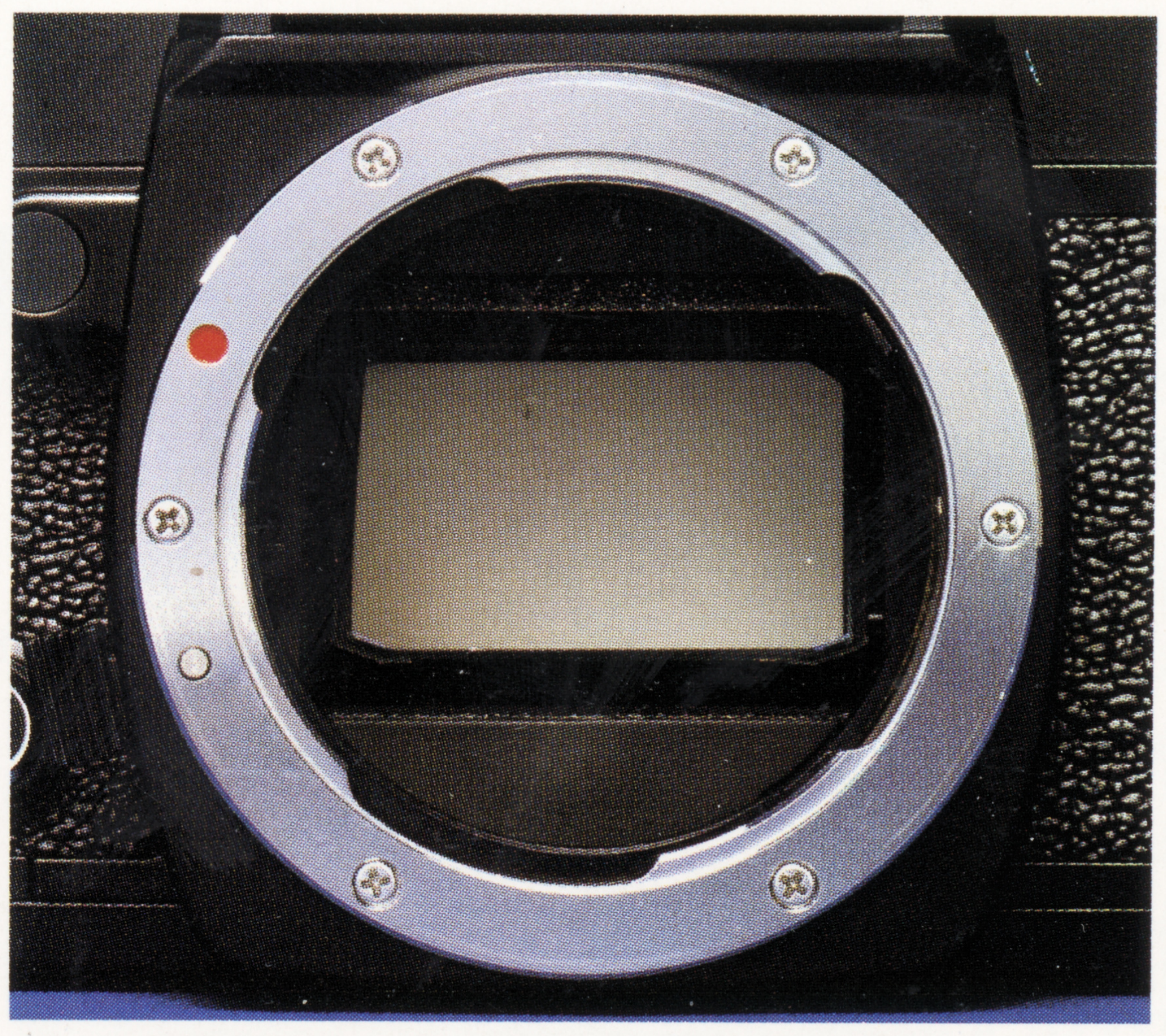
XR Rikenon 28mm f/2.8

lens. Manual exposure f/16 at 1/125 sec. (in Western Tibet).



"K" Mount for Maximum Interchangeability.

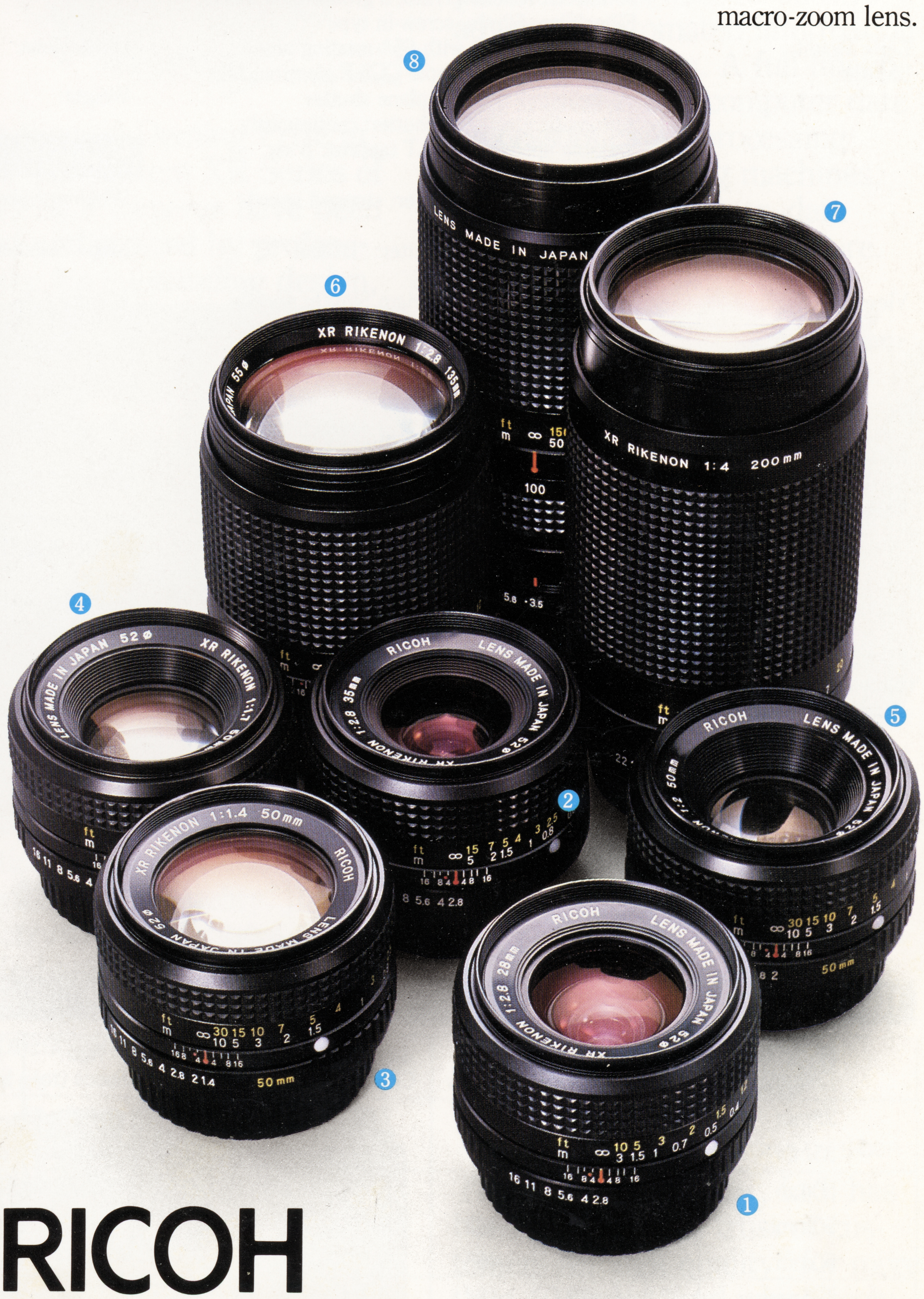
You can explore the outer limits of your creativity through the renowned selection of XR Rikenon lenses with "K" type mount. From 28mm wide-angle to telephoto and macro-zoom. Fast and easy to change, XR Rikenon lenses are all automatic.



Acclaimed for the Highest Optical Standards.

XR Rikenon lenses are created from high quality optical glass. Advanced coating technology and uncompromising standards ensure outstanding contrast, light transmission, resolution and color balance.

① XR Rikenon 28mm f/2.8 wide-angle lens.
② XR Rikenon 35mm f/2.8 wide-angle lens.
③ XR Rikenon 50mm f/1.4 standard lens.
④ XR Rikenon 50mm f/1.7 standard lens.
⑤ XR Rikenon 50mm f/2 standard lens.
⑥ XR Rikenon 135mm f/2.8 telephoto lens.
⑦ XR Rikenon 200mm f/4 telephoto lens.
⑧ XR Rikenon 70-150mm f/3.5 macro-zoom lens.



RICOH
XR RIKENON LENS

A Systematic Approach to Advance Your Photography.

Major Specifications of KR10

Camera Type:	35mm aperture-priority AE (automatic exposure) SLR with electronic metal focal plane shutter
Film Size and Capacity:	35mm perforated film in 12, 20, 24 or 36 exposures
Film Format:	24×36mm
Standard Lenses:	50mm XR Rikenon f/1.4 (multi-coated), 6 groups 7 elements 50mm XR Rikenon f/1.7 (multi-coated), 5 groups 6 elements 50mm XR Rikenon f/2.0, 5 groups 6 elements Filter Size: 52mm, screw-in type
Lens Mount:	"K" type bayonet with 65° rotating angle
Shutter:	Vertically moving Copal CCS-E electronically controlled metal focal plane shutter Automatic electronic shutter: continuously variable speeds from LT (approx. 8 sec. to 1/1000 sec.) Manual electronic shutter: stepped speed from 4 to 1/1000 sec. Manual mechanical shutter: "B" and "X" (1/90 sec.)
Viewfinder:	Fixed eye-level pentaprism Shutter speeds, "A" (automatic), "B" (bulb), "X" (1/90 sec.) Exposure meter needle Shutter speed indicator Viewing magnification 0.83X Field of view covers 93% of actual picture area
Focusing:	Diagonal split-image spot in microprism band surrounded by Fresnel field
Exposure Meter:	Three CdS photocells TTL full open metering for center-weighted average light reading coupled to aperture-priority automatic exposure system
Exposure Coupling Range:	EV 3–17 (ASA 100 film with 50mm f/1.4 lens)
Film Speed Range:	ASA 12–3200 (DIN 12–36)
Exposure Meter Power Supply:	Two 1.5V silver-oxided batteries (JIS G13, Mallory MS76, Eveready S76 or equivalent)
Flash Synchronization:	X synchronization for electronic flash unit at "B", "X" (1/90 sec.) and 4 sec. to 1/125 sec.
Automatic Flash Control:	With Ricoh XR Speedlite 240, set shutter dial at Auto, and it will set shutter speed at 1/90 sec. automatically. Manually set the aperture ring to the same aperture set on the flash.
Flash Terminal:	"X" contact (with electric shock prevention mechanism) on hot shoe for cordless electronic flash unit.
Film Wind:	Single stroke film advance lever with 135° winding angle (40° stand-off angle)
Other Features:	Plus/minus 2-stop exposure compensation dial (+2, +1, −1, −2) Self-timer Hot shoe Shutter release lock (with film advance lever) Meter on/off switch (with shutter release button) Automatic exposure lock button
Dimensions:	140mm (5.51″)W×91mm (3.58″)H ×50mm (1.97″)D (Body only)
Weight:	545g/19.25 oz. (Body only)

Specifications of Ricoh XR Winder-1

Winding Speed:	Approximate two frames per second (at 1/125 shutter speed)
Mode Selector Switch:	Slide switch, S (Single frame), C (Continuous frame) and OFF.
Battery Life:	About 100 rolls of 36 exposure film under normal temperatures (with Alkaline batteries)
Power Source:	Four penlight (AA size) 1.5V (Alkaline or Carbon Zinc) batteries or 1.2V (Nickel Cadmium) batteries.
Dimensions:	145.5mm (5.73″)W×101.5mm (4″)H ×69.5mm (2.74″)D
Weight:	250g/8.82 oz. (without batteries)

Specifications of Ricoh XR Speedlite 240

Type:	Thyristorized automatic flash unit
Guide Number:	24m/80 ft. (ASA 100)
Automatic Flash Coupled Range:	1–4.3m (3.3–14.2 ft.) (f5.6, ASA 100)
Recycling Time:	8 sec. (with Alkaline batteries)
Coverage Angle:	45° on vertical and 65° on horizontal (using 35mm wide-angle lens)
Number of Flashes:	Manual: About 150 flashes with Alkaline batteries
Power Source:	Four penlight (AA size) 1.5V (Alkaline or Carbon Zinc) batteries or 1.2V (Nickel Cadmium) batteries.
Dimensions:	77.5mm (3.05″)W×75.0mm (2.95″)H ×85.3mm (3.36″)D
Weight:	230g/8.11 oz. (without batteries)

RICOH XR Rikenon Lenses

Focal Length	Max. F-stop	Min. F-stop	Angle of View	Lens Group	Lens Elements	F-stop Control	Min. Focus (m)	Filter Size (mm)	Net Weight (gr)	Type of Lens	Size (mm)	
											Radius	Length
28mm	2.8	22	76°	7	7	auto	0.3	52	240	Wide-Angle	63	42
35mm	2.8	22	63°	6	6	auto	0.35	52	240	Wide-Angle	63	42
50mm	1.4	16	45°	6	7	auto	0.45	52	260	Standard	63	39.5
50mm	1.7	16	46°	5	6	auto	0.45	52	210	Standard	63	39.5
50mm	2	16	46°	5	6	auto	0.45	52	190	Standard	63	39.5
135mm	2.8	22	18°	4	4	auto	1.5	55	440	Telephoto	65.5	81
200mm	4	22	12°	5	5	auto	2.5	55	620	Telephoto	66	122
70–150mm	3.5	22	34°–16°	9	12	auto	2	58	735	Macro-Zoom	68.5	129

*Specifications are subject to change without notice.

Who is Ricoh?

Ricoh Co., Ltd. is one of Japan's largest, experienced and diverse manufacturers. With the total technological capability to develop and produce some of the world's finest photographic equipment. This reputation for Total Quality Control has helped make Ricoh one of the FORTUNE 500 companies outside the U.S.

The history of Ricoh Camera goes back to the introduction of the Olympic 35mm camera in 1938. Later, Ricoh brought out the Riken 1, the first Japanese focal plane shutter camera. And popular Ricohflex twin-lens-reflex camera. Plus numerous other innovations.

Ricohflex

Ricoh's reputation has been internationally-acclaimed. At every Photokina, one of the world's largest trade shows, since 1956. We were chosen the official camera of the 1964 Tokyo Olympics. And because Ricoh designs and manufactures cameras to the highest performance standards, under the strictest quality control from start to finish, our people felt great pride when awarded the esteemed Deming Prize in 1975. The current XR Series of 35mm SLR cameras have been tested and praised by professionals; for outstanding design, function, cost/performance and superior overall quality, Japan's Ministry of International Trade and Industry has repeatedly presented the XR Series the prestigious G-Mark.

RICOH CAMERA

Photokina

DEMING PRIZE COMMITTEE JUSE
THE RIGHT QUALITY & UNIFORMITY ARE FOUNDATIONS OF COMMERCE PROSPERITY & PEACE
W.E.DWARDS DEMING
DEMING MEDAL

Deming Prize Medal

RICOH
RICOH
XR-2s
RICOH

Ricoh KR5

RICOH
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LENS MADE IN JAPAN

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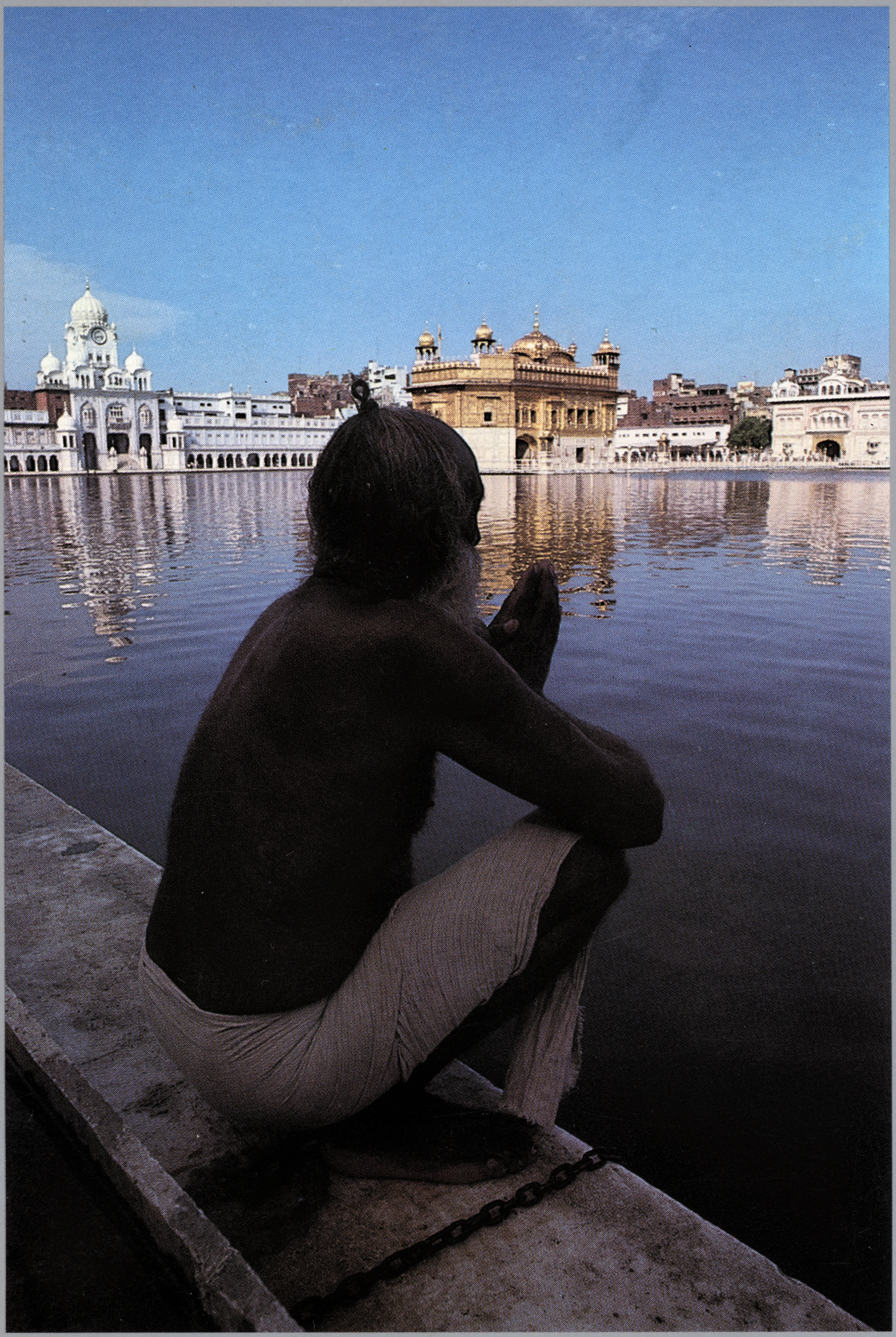

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